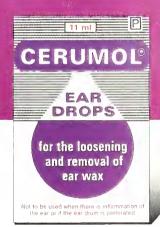
THE NEWSWEEKLY FOR PHARMACY

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Pharmacists want to vote for president

Tayside sets out five year pharmacy plan
Tyneside to test NRT voucher and referral

The MCA ten years on: what does the future hold?

PPRS to cut branded generic prices by 4.5pc



Facing up to the facts of skincare

There are many ways to describe a painful throat



But since we changed the name to Strepsils Pain Relies the answer should always remain the same

Strepsils Pain Relief is the new name for the full strength anaesthetic Strepsils Direct and Dual Action.

As pharmacy-only medicines, Strepsils Pain Relief Spray and Strepsils Pain Relief Plus deliver the power to numb severe sore throats.

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PRODUCT INFORMATION: Throat spray containing Lidocaine hydrochloride 2%w/v. Indications: For the symptomatic relief of severe sore throats. Dosage: Adults and Children over 12 years: Three sprays Aim nozzle at back of throat and spray on the affected area. Repeat the dose every three hours as needed up to a maximum of six times in 24 hours. Should not be given to children under 12 years of age. Contraindications: Hypersensitivity to any of the ingredients. Patients suffering from asthma or bronchospasm. Children under 12 years. Warnings & Precautions: Do not use if sensitive to any of the ingredients. Avoid contact with the eyes. Do not inhale whilst using the spray. Do not exceed the stated dose. Seek medical advice if symptoms persist or are accompanied by high fever, headache, nausea or vomiting. Seek medical advice before using if you are pregnant, breast feeding or receiving medical treatment. Strepsils Pain Relief Spray may cause numbness of the tongue and therefore care should be taken in eating and drinking hot foods. Undesirable effects: Occasional hypersensitivity reactions. Legal Classification: P.

Licence Holder: Crookes Healthcare Limited, Nottingham NG2 3AA. Licence N PL 00327/0089. Price: £4.29 for 20mls. Date of preparation: July 1999. STREPSILS PAIN RELIEF PLUS LOZENGES

PRODUCT INFORMATION: Throat Lozenge containing: Amylmetacresol B.F. 2,4-Dichlorobenzyl alcohol 1.2mg Lidocaine Hydrochloride Ph Eur10 mg. Indi For the symptomatic relief of mouth and throat infections including severe sore Dosage: Adults and Children over 12 years: one lozenge to be sucked slowly e hours as required. No more than 8 lozenges to be sucked in any 24 Contraindications: Hypersensitivity to any of the ingredients. Not recommer children under 12 years. Precautions: If symptoms persist or are accompanied by fever consult your doctor. Consult your doctor before taking if you are pregnant feeding. Undesirable effects: Occasional hypersensitivity reactions. Legal Classifi Licence Holder: Crookes Healthcare Limited, Nottingham NG2 3AA. Licence Number: PL 00327/0078. Price: £2.49

for 24 lozenges. Date of preparation: July 1999.

HEAL

CHEMIST& DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

VOLUME 252 No 6203 139th YEAR OF PUBLICATION ISSN 0009-3033

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COMMENT

f you haven't made your mind up whether or not to invest a day of your precious time at Chemex '99 next weekend (September 5-6 at Olympia, London), decision time is approaching rapidly. One of the frequent complaints from community pharmacists is that they are isolated from their colleagues and have little opportunity to get abroad and explore new business and professional opportunities. Chemex, and the BPC which follows a week later, are major events that can help treat this condition. Getting there does, of course, require motivation, and to get the best from such events a 'plan of campaign' will produce more concrete results than meandering around hoping for a flash of inspiration. But pharmacists are, in the main, motivated and organised people, so no problem. Turn then to the Chemex Preview included with this issue for a taste of what Chemex '99 has to offer. Exhibitions wax and wane in popularity, but research among both exhibitors and visitors in the past couple of years shows that Chemex is delivering the goods for both parties. The number of companies represented continues to rise, and there are some significant 'big names' at this year's show. The conference programme has continued to expand, and is as topical as it can be. Where else would you find a joint presentation from PSNC and the PPA on *Drug Tariff* issues back to back with the RPSGB talking about pharmacist prescribing? While the organisers can provide the venue and marketing support, it is what the exhibitors have to offer that draws visitors. There is plenty that is new and different at Chemex this year, from the 'Toiletries Village`, a bigger 'OTC village' and a new look NPA village.The Millennium Shop will provide some stimulating ideas for those thinking about a refit ... and so it goes on. Read the Preview! Chemex does provide a unique opportunity for community pharmacists both as retailers and health professionals. Don`t miss it!

Pharmacists vote for reform

Survey finds wish for change in RPSGB election process

Over to you roadshow

Health minister John Denham (right) lends his support

Tayside pharmacy strategy will integrate profession

Five-year strategy will set out a framework for the profession to allow seamless delivery of services

More calls for cuts in farm antibiotics

Government should set up strategy for reducing the use of antibiotics in farm animals, say experts

Facing up to caring for your skin

What's new on the market: from anti-ageing treatments to vitamin supplements and spot creams

Taxing matters: keeping the tax man at bay

You've worked all your life to provide for your family, so don't let it disappear in inheritance tax

Crossing the boundaries and still going strong

The 50th IPSF Congress brought together pharmacy students past and present from all over the world

Ten years of the MCA: what's next?

What does the future hold for the world leader in the field of pharmaceutical assessment



Manufacturers must cut generics prices

The new PPRS regulations will affect a wider product range than was previously thought

AAH upgrades its Belfast depot

The company's only site in Northern Ireland will be computerised, and new technology will be added

With this issue: Chemex '99 Preview

A comprehensive guide showing you all you need to know about next weekend's pharmacy exhibition to be held at London's Olympia



Editor Patrick Grice, MRPharmS Assistant Editor Maria Murray, MRPharmS Technical Editor Fawz Farhan, MRPharmS Business Editor Guy L'Armable, BA News Editor Charles Gladwin MRPharmS Contributing Editor Adrienne de Mont MRPharmS Beauty Editor Sarah Thackray Reporter Steven Bremer AIRPharmS Art Editor Tony Lamb Production Editor Vanessa Townsend, BA Editorial secretary Ian Powis Price List Colin Simpson (Controller Darren Larkin, Maria Locke Group Advertisement Manager Iulian de Bruxelles Group Advertisement Executives Lynn Dawson, Nick Fisher, Andrew Keable Advertisement department secretary Debra Thackeray Production Karen Way Associate Publisher

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John Skelton Group Sales Director

Ian Gerrard

Published Saturdays by Miller Freeman UK Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW Telephane 01732 364422 Fax 01732 361534 E-Moil. Cehemdrug@datpharmacy.cam Internet site

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Miller Freeman







SPGC notes Council moves to publicise Crown

Scottish Pharmaceutical General Council has "noted with interest" Royal Pharmaceutical Society proposals to ensure that pharmacists are well informed about the implications of the Crown Report.

In a statement issued last Friday, SPGC chairman George Romanes said that the SPGC standing committee recognised little progress was likely if adequate resources were not provided.

In its response to the Scottish Office regarding the Crown Report, SPGC said it welcomed the report as it could provide a base for the development of the role of the community pharmacist. However, "the enthusiasm of the Committee for progress on the implementation of many of the recommendations was tempered by a realisation that there are cost implications and the costs cannot be met from the existing global sum".

In particular, SPGC is supportive of the proposal that contractors be given independent prescriber status, as it is the logical extension to the counterprescribing role which community pharmacists currently fulfil every day, said Mr Romanes.

In its response, SPGC argued that community pharmacists are already seeing the benefits for patients and the NHS from nurse prescribing. "In view of the fact that the training of pharmacists in prescribing matters is considerably more extensive than that given to nurses, we would anticipate that pharmacist-initiated prescribing could be introduced within a short space of time."

Ex-pharmacist fined £3.3k for dispensing POMs

A north-east pharmacist who dispensed prescription drugs after he had been struck off has been fined £3,300.

Wai Yong, whose pharmacy is in Newcastle, admitted breaches of the Medicines Act when he appeared before Newcastle Crown Court.

The court heard how Yong employed a superintendent pharmacist who in turn had appointed a locum while he was on holiday. But when the locum was late back from lunch, Yong had dispensed four prescriptions himself - in one case giving only half the dosage prescribed for anti-psychotic drugs. Wong had been fined £1,500 and struck off the register in 1997 for earlier breaches of the Medicines Act, the court heard.

Judge Gerard Harkins said that while he accepted that Yong had not acted for financial gain, he faced jail if he offended again.

Pharmacists vote for RPSGB reform

Pharmacists overwhelmingly want to change the Royal Pharmaceutical Society's election process, according to *Chemist & Druggist*'s business trends survey for April to June 1999.

Seventy per cent of the panel says ordinary pharmacists should be allowed to vote for the Society's president, and other elected officers, at the same time as the annual Council elections. Only 16 per cent disagree.

And half of the pharmacists believe the president should be elected for a term of two years, while 27 per cent prefer three years. While support for the longer term is broadly similar around the UK, it is particularly striking in Scotland, where 88 per cent of pharmacists favour it Twenty-one per cent of the panel chose a one-year term.

The survey is carried out every three months from a panel of 500 pharmacists. In this survey, 301 replied, of whom 72 per cent practise in independent pharmacies.

Asked about pharmacists' political representation, the survey reflected the opinon that the various pharmacy

groups' effectiveness as lobbyists has long been a contentious issue. Seventy-five per cent of the panel agree with other observers that community pharmacy would be better served, whether in government circles or the public arena, under one organisation. Seventeen per cent did not agree, although that figure rose to 32 per cent for pharmacists in north-west England.

Other results from the *C&D* Quarterly Business Trends Survey, sponsored by UniChem, will appear in next week's issue.

Denham lends support to 'Over to you' roadshow

Health minister John Denham has lent his support to the Royal Pharmaceutical Society's 'Over to you' roadshow.

One of seven people described as 'friends of pharmacy' by the Society, Mr Denham has been interviewed on film for presentation at the next roadshow. This takes place at the British Pharmaceutical Conference in Cardiff on September 13.

The other 'friends' who have been filmed are: Patients' Association chairman Claire Rayner, Liberal Democrat MP Jenny Tonge (who is also supporting the call for wider availability of emergency contraception through pharmacy); lan Bogle of the British Medical Association; Doctor Patient Partnership chairman Simon Fradd; Professor Mike Pringle of the Royal College of General Practitioners; and Christine Hancock of the Royal College of Nursing.

The Society has selected the seven people for filming as they cover the whole spectrum of healthcare interests. "Their support is evidence, if any were needed, of how much the work of pharmacists is valued," commented roadshow co-ordinator Roger Odd.

While not revealing too much about

Mr Denham's comments, Mr Odd said that pharmacists attending the roadshow will hear Mr Denham focusing on the subject of the need to extend the role that the profession currently plays.



Health minister John Denham being interviewed for the 'Over to you' roadshow earlier this month

IT's impact on pharmacy at BPC

The impact of information technology and the reasons why pharmacy needs to act now will be the theme of a lecture to be given at Cardiff.

Appearing on the Sunday afternoon at the start of the British Pharmaceutical Conference, Professor Bill Felkey will warn that pharmacists only have a small window of opportunity to establish their role before technology such as drive-through drug vending machines, health smartcards and internet access become a reality. He is also an advocate of pharmacists becoming more computer literate.

Professor Felkey is associate professor of pharmacy care systems at Auburn University, Alabama, US, and is described as a technology guru. He gave a similar presentation at the Commonwealth Pharmaceutical Association conference in March.

The RPSGB and Institute of Pharmacy Management International presentation, sponsored by Green Pharmacy Consultants, will take place in Cardiff Arena Theatre at 3pm on September 12. Tickets are £10 before September 3, otherwise £15. Contact Gerry Green on 01342 715312.

C&D tutorial: stress incontinence



The lotest in *C&D*'s accredited tutorial series oppears this week and looks at the problem of genuine stress inconti-

nence. Providing one hour of postgroduate education towards the College of Pharmacy Proctice's continuing education requirement, the tutorial on page 27 discusses the role of a new device, which can help women with the problem. It is brought to you by C&D and Bord Urology

DPP highlights confusion over emergency access

Patients away from home appear to have "some alarming misconceptions" about accessing healthcare, a Doctor Patient Partnership survey has found.

During the eclipse period this month, a local survey found that 64 per cent of patients inappropriately attending A&E departments believed that casualty was their only option for healthcare when away from home. Just over half (52 per cent) who went to casualty inappropriately thought that A&E was a good place to get a second opinion after seeing their GP.

The DPP has released the findings in time for the August bank holiday to raise awareness of how to access health services when travelling in the UK. Chairman Simon Fradd commented: "The DPP is very concerned that more needs to be done to educate the public about using health services, especially when they are away from home. The results of this survey show there are some alarming misconceptions ... If people need medical advice and are away from home they can speak to the local pharmacist [in the first instance]." The DPP has launched a 'Keep it or cancel it' campaign to reduce the number of missed appointments at GP surgeries. It says almost £152m is lost each year by patients not turning up.

NE pharmacists to give out free NRT vouchers

Pharmacists in Newcastle and North Tyneside will be among the first to give out vouchers for free NRT under plans announced in the tobacco White Paper.

A pilot study in the Wallsend area beginning in October will involve accredited pharmacies providing smoking cessation advice, giving out NRT vouchers, and referring patients to a dedicated counselling service at a local Boots store. The service will be provided at three levels level one will involve providing advice and educational material; level two will include giving out NRT vouchers; and level three will be a more in-depth counselling service such as in the Boots store.

About 12 pharmacies will be taking part in the three-month pilot. Pharmacists must attend a College of Postgraduate Pharmacy Education evening course to become accredited for the provision of advice and vouchers.

Three Boots pharmacists will be trained to offer smoking cessation counselling from a new consultation area in the Wallsend store. These pharmacists will be given more extensive training than those providing the service at level one and two, and will be in addition to regular pharmacist



cover. They will provide individual cessation advice as well as one or two group clinics each week. Accredited pharmacists or GPs can refer patients to this service.

Boots regional professional development manager for the area, Tom Loudon, expects the scheme to be "the first of many". He described smoking cessation advice as an important role for pharmacists and said, "it is important that this does succeed".

Reimbursement is still under discussion, but is likely to be based on the number of packs of free NRT dispensed, using one of two models. Pharmacists will be paid either the full retail price for each pack supplied, or the trade price plus a £3 fee. Payment based on advice given is also under discussion.

Drug programmes help reduce crime

Drug treatment programmes are highly successful in reducing the numbers of re-offences by drug-addicted offenders.

Following a survey of the evidence of the connection between crime and drug misuse, the National Association for the Care and Resettlement of Offenders (NACRO) says that drug treatment programmes are far more effective in diverting offenders from crime than conventional punishments.

The report would counter an article in the *Big Issue in the North* which suggested that drug treatment services were not as effective as was supposed in helping drug misusers wean themselves off the habit. The NACRO report has reviewed research from the UK and overseas and concludes that for every £1 spent on drug misuse treatment, more than £3 is saved when associated with the costs of crime.

Copies of the report 'Drug-driven crime: a factual and statistical analysis' are available priced £3 from NACRO, 169 Clapham Road, London SW9 0PU. Tel: 0171 582 6500.

IN BRIEF

British approved names

The British Phormocopoeio Commission has announced that supplement 1 to 'British Approved Names 1999' will be available from the Stationery Office in mid-September, priced £7.50.

EP new edition

The Europeon Phormocopoeio' third edition is ovoiloble from the Stotionery Office (£250). CD-ROM versions for single users or networks ore olso ovoiloble.

PMC telephone number

The contoct number of the Pothology Monogement Compony is 0800 980 3737, ond not os given in the diognostics feoture of August 14, p25.

BDA calls for sedation training

The British Dentol Associotion is colling on the Government to provide extro funding for the troining of dentists ond dentol nurses in the use of conscious sedotion. Since the restriction of generol dentol onoesthesio in 1998, sedotions hove increosed, ond the BDA feels dentists ore inodequotely troined in these techniques. It wonts port of the £3 million soved from the reduction of generol dentol onoesthesio to be invested in the troining of sedotion techniques.

Pharmacy in Prague

The Chorles University in Progue was listed this week as one of the universities offering clearing-house places to UK phormocy students, offer A-level results were announced.

Tayside sets an example

A five-year pharmacy strategy for Tayside sets out a framework for the whole profession to allow the seamless delivery of pharmaceutical services.

The strategy is an attempt to "integrate the profession", said Alison Strath, vice-chairman of the Royal Pharmaceutical Society's Scottish Executive and member of the strategy's project team. "It provides a great opportunity to see how we can progress the profession," she said. It aims to redesign pharmaceutical services in light of the White Papers 'Designed to Care' and 'Working Together for a Healthier Scotland', and the 'Acute Services Review'.

Pharmacists are to be appointed to the new positions of specialist in pharmaceutical public health, chief pharmacist of Tayside's Primary Care Trust and chief pharmacist of Tayside University Hospitals NHS Trust, and they will implement the strategy. John Hamley, the strategy's project manager, expects the strategy's aims will be tchieved within five years.

Among the recommendations are hat a primary care trust chief pharma-

cist will be responsible for pharmacy in primary care across the whole area. He or she will liaise regularly with contractors, with whom the relationship should be "leadership rather than management". Services that will be developed to address issues include medicines management, drug misuse, drug wastage, and repeat prescribing and dispensing.

Each local healthcare co-operative will have a lead pharmacist, who will be a member of the LHCC executive and/or management team. They will represent all pharmacists working within the LHCC and be responsible for developing services and proposals to deliver the pharmacy component of the Trust Implementation Plan.

A specialist in pharmaceutical public health is to be appointed and will be responsible for pharmacy matters concerning public health, clinical effectiveness and governance, risk and resources management, and services reconfiguration.

All community pharmacists in the area had an opportunity to comment on the strategy and it has "gained general agreement within the profession

in Tayside", said Mr Hamley. Community pharmacists have been involved at all stages of the strategy's development.

An important component of the proposed organisation will be the pharmacy interface group. This group will provide a professional link, identify strategic issues, and prioritise the work of specialist services. Membership will include the specialist in pharmaceutical public health, trust chief pharmacists, and chairman of the area pharmacy contractors' committee.

Within the Tayside University Hospitals NHS Trust, clinical groups will provide a focus for pharmaceutical services and there will be a reduced emphasis on the pharmacy as a department. The trust chief pharmacist will be responsible for secondary care services in the whole area.

The strategy has been developed by local pharmacists from all branches of the profession, together with representatives from the Health Board, the trust organisations, LHCCs, GPs, and the Scottish Office Home and Health Department.



PharmaNord concedes on melatonin

The Medicines Control Agency has announced that it has been successful in preventing PharmaNord (UK) Ltd from distributing melatonin.

In its latest newsletter, the MCA says that on May 27, PharmaNord accepted a formal caution for distributing a product – Bio Melatonin. The MCA had declared that melatonin is a medicinal product within the meaning of the European Directive 65/65 and as such PharmaNord was wrong to distribute its product as it had not obtained a product licence.At one point, the company had its warehouse stocks impounded by MCA inspectors.

The case relates to 1996, when, for eight months, PharmaNord was distributing Bio Melatonin by way of wholesale dealing, contravening the Medicines Act.

PharmaNord has withdrawn the product from the UK market, but was unable to comment further.

PILs may be harder to read

Patient information leaflets may be getting harder to read, according to a psychologist at Keele University.

Professor James Hartley has compared PILs published in the Association of the British Pharmaceutical Industry's 'Compendium' in 1995 with those published in 1999. This year more leaflets are being printed without diagrams and are in 'portrait' style, which leaves less room for illustration than if they were 'landscape'.

There is also a growing tendency to use justified type, which is less easy to read than type that is ranged left with an uneven right-hand edge. In 1999 more headings are in capitals in the landscape-style leaflets, which are less easy to read than lower case letters with capitals where necessary.

'Reduce use of farm antibiotics'

The Government should co-ordinate a strategy for reducing the use of anti-biotics in farm animals, an expert group has recommended.

All antibiotics used for purposes other than growth promotion should become Prescription Only and protocols should be introduced for the use, storage and disposal of antibiotics, says the Advisory Committee on the Microbiological Safety of Food.

In a report published last week, the Committee says there is conclusive evidence that giving antibiotics to animals results in the emergence of some resistant bacteria that infect humans. But the extent to which this contributes to the overall problem of antibiotic resistance in humans is uncertain, and the contribution from antibiotics used in animal husbandry may be small compared with that from antibiotics used in general practice.

"The aims should be to work towards responsible use in both areas," the report says.

- Among the recommendations are:

 enhanced national and international surveillance for antibiotic resistance of micro-organisms isolated from foods
- before an antibiotic is authorised for veterinary use, there should be testing for antibiotic resistance in the target animals
- the Government should discuss with the veterinary profession and the

pharmaceutical industry ways in which information gathered by postmarketing surveillance, including the incidence of resistance, could be made available to the veterinary and medical professions

- veterinarians should prescribe only for animals under their care
- farmers who mix their own feeds using medicinal additives and intermediate medicated feeding stuffs should have to register with the Royal Pharmaceutical Society or the Department of Agriculture for Northern Ireland.

The 'Report on microbial antibiotic resistance in relation to food safety' (Stationery Office £27, Synopsis £7.50) refers to the Swedish system in which vets are not permitted to sell or dispense medicinal products, which must be supplied by pharmacies. But the report warns that adopting this system in the UK would lead to a 40 per cent loss in income for vets, resulting in significantly higher charges for professional advice or some practices going out of business. The committee has no evidence that UK veterinarians are abusing prescribing practices to maximise revenue from drug sales.

A new report from the Soil Association organic farming lobby, also published last week, calls for an immediate ban on all non-medical use of antibiotics in agriculture. The prophy-



lactic use of therapeutic antibiotics should be restricted to cases of genuine need and made available only as part of a planned disease reduction programme involving changes in housing, feeding and management practice.

Responsibility for evaluating the safety of veterinary medicines should pass to the proposed Food Standards Agency, as should the co-ordination of all bodies with statutory involvement in regulating antibiotic use on farms.

The Soil Association says that veterinary surgeons should charge directly for advice and recoup a smaller proportion of their income from the sale of drugs. Advertising of Prescription Only medicines to farmers should be banned. The report, 'Antibiotic resistance and human health,' is the second in the series 'The use and misuse of antibiotics in UK agriculture'. It claims that antibiotic resistance transferred from farm animals poses a greater threat to human health than BSE.

Establishment of CHImp draws nearer

The Commission for Health Improvement has taken a few steps forward with the appointment of its chairman and director, as well as an advisory group.

Last Thursday, health secretary Frank Dobson announced that Dame Deidre Hine, former chief medical officer for Wales, is to be the new chairman, and Peter Homa, currently 'NHS waiting list buster', the director of CHImp. The Commission's membership will otherwise be predominantly lay, with representatives from patient

and consumer groups and universities.

The advisory group will help develop the role and structure of CHImp, advising on working methods, structure, functions and staff. The 24 members are "drawn from a variety of backgrounds to provide a range of skills, expertise and experience", but no-one selected has a pharmacy background.

CHImp will come into force from November 1 and will work alongside the National Institute for Clinical Excellence. Its main functions will be:

to visit all NHS and primary care

trusts in England and Wales

- to help identify and tackle serious or persistent clinical problems in the NHS
- to investigate problems
- to conduct national and local reviews on the implementation of NICE guidelines and National Service Frameworks.

The press and other members of the public must be admitted to certain meetings of the National Institute for Clinical Excellence, under Regulations which came into effect on August 27.

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Getting IT right is not something the NHS is good at

With a national network of GPs working to the same contract and trying to achieve roughly the same goals, you would think there would be a lot of valuable information out there that could be shared. In particular, this should be an ideal climate for the exchange of electronic information.

It could be prescribing information relayed to local pharmacists, referrals to hospitals and the sharing of clinical data for use by medical staff all over the country. But this Utopia is still a dream.

GPs use different computer systems, which make it much harder to share data. Even worse, there is limited electronic communication between primary and secondary care, as well as between health authorities and GPs.

"So far current attempts to create a unified NHSnet have not been entirely successful"

Fortunately, there is another chance o integrate all the strands of the NHS nto one information superhighway. A ype of internet, closed to unauthosised personnel, that will use similar echnology and ideas. On paper this sounds brilliant but, of course, many obstacles need to be overcome.

So far, current attempts to create a inified NHSnet have not been entirely successful. There have been complaints about inadequate functioning and the high running costs of the network.

Not many GPs have signed up. In act, it is thought only a small minority re connected. The Government had vanted to link all practices by the end of this year. So something has had to ive, and according to a new announcement by the Department of Health, it is rying to improve matters. The DoH ow wants every GP to have access to ne NHSnet from their desktop.

This sounds like progress, but there a lack of detail in the proposals. The covernment has admitted the year-nd deadline will not be met. So far its ack record in this arena has not been ood. Let's hope the new millennium till feature a first class computer netork for the NHS.

y Dr Harry Brown, a GP practising 1 Seacroft, Leeds



Flaws in an otherwise good idea

At first sight I was impressed by the Boots sponsored trial of a referral form that GPs could use when recommending OTC products (*C&D* August 21,p4). The concept of encouraging family doctors to refer patients who only require medication already available OTC to their community pharmacist is excellent.

However, the design of the form strongly hints at industry involvement, with its series of pretty pictures of proprietary products and only a blank box with which to recommend any equally deserving equivalent therapeutic alternatives.

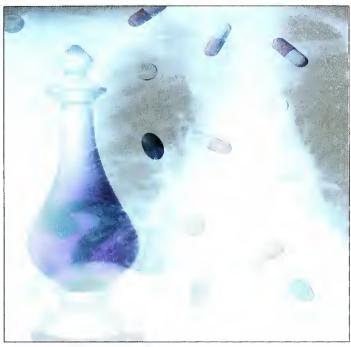
And once the form has been completed and taken to a pharmacy, is the pharmacist expected to question the customer again? Any pharmaceutical input that would occur from a first-hand patient request will have been negated by the presented doctor's order.

The doctor has already made the decision. All the patient requires is the product and any further questioning will be instantly resented as unnecessary interference with the previous medical consultation.

Rather than encouraging patients to view the community pharmacy as their first port of call for minor illness, this scheme runs the risk of the community pharmacy being treated as a 'supply only' business, and will reinforce patients' perceptions of an NHS obsessed by financial restriction.

The object of encouraging GP referral to a community pharmacy should be, ultimately, to educate the public to take responsibility for their own health and consult their pharmacist first for minor problems. The elimination of unnecessary medical consultations is a vital function that community pharmacists can perform efficiently, and any encouragement by GPs for patients to purchase OTC medicines must aim to achieve this goal.

The concept of a GP-to-communitypharmacy referral form is excellent, but a simple order form could be damagingly counterproductive. To be successful, the form should be an individualised professional referral that provides information on



diagnosis and drug history, but leaves the choice of treatment to the discretion of the pharmacist.

Concordance or confusion – an age old problem

APS has been criticised for its new patient packs, and problems have occurred with patients confused by very similar packaging.

APS now says it is redesigning its packaging, in order to reduce confusion, but in its defence I consider that the rapid introduction of generic patient packs has merely highlighted an existing problem.

Recently a patient's daughter accused me of giving her father the wrong tablets. Jack's gliclazide and frusemide were from the same manufacturer and looked similar because they were the same size, shape and colour with the prominent G symbol on one side of the tablet.

He had removed the gliclazide tablets from their foils and put them in the bottle with the others to make them easier to take! The 'others' contained aspirin 75mg - same size and colour, but no code. Neither he nor his daughter were able to read the alphanumeric codes on the reverse of the tablets, and so both

decided it was my fault!

I eventually sorted out the mess and suggested a privately funded MDS system for Jack's medication, but here was a problem from the old bulk supply that mirrors the present criticism of patient packs. Jack was prescribed three tablets first thing in the morning and that was what he took. If they looked identical, what did it matter which three he took?

Not suitable for my male customers ...

I have always admired Boots for its innovative approach to both professional and commercial development. The company may be one of my largest commercial competitors, but I deliberately look around its stores, not too proud to plagiarise its innovations.

But the latest Boots initiative is one even I will have difficulty adapting for my own benefit. Boots Men's stores are being piloted in Bristol and Edinburgh and, if successful, are to be selectively introduced nationwide (C&D August 21, p21).

What may be good for Boots' select customers will not necessarily be so for mine. I just can't see the tattooed beauties who come to my shop forking out £25 on a facial. And head massages they already provide for free!



Medical matters



Raloxifene reduces spinal fractures by up to half

A new study has shown raloxifene to significantly reduce spinal fractures in postmenopausal women suffering from osteoporosis.

The study, published in the *Journal* of the American Medical Association, showed that, after 36 months of treatment, raloxifene (Evista; Lilly) cut the incidence of new spinal fractures by 30-50 per cent in this group of women. It also preserved bone density and reduced bone turnover.

The Multiple Outcomes of Raloxifene Evaluation trial was designed to evaluate the effects of the drug on bone mineral density and vertebral fracture risk. It involved 7,705 women who were all at least two years menopausal and who were all diagnosed with osteoporosis.

Patients were randomised to receive either raloxifene 60mg, raloxifene 120mg or placebo. They all received calcium and vitamin D supplements.

At 36 months follow-up, women on raloxifene had significantly fewer new vertebral fractures than those taking placebo (272/5,129 vs 231/2,576). Overall, there was a 50 per cent reduction in vertebral fracture risk in women with low bone mineral density and a 30 per cent reduction in verte-

bral fracture risk among women with previous vertebral fractures.

The authors conclude that risk of fracture cannot be determined by bone mineral density alone and that other factors need to be taken into account. Lower bone turnover in elderly women has been associated with a lower risk of hip fracture.

Lilly has already submitted raloxifene to the FDA for approval for use in osteoporosis treatment. The drug is currently licensed for the prevention of non-traumatic vertebral fractures in postmenopausal women at increased risk of osteoporosis.

SCRIPT BRIEFS

Metosyn scalp lotion unavailable Metosyn Scalp Lotion 30ml is currently unavailable because of supply difficulties. Customers will be notified to re-order when stock arrives.

Tel: 01462 438444.

MDC pill crusher

MDC Exports has launched an easy-to-use Pill Crusher for patients who have difficulty swallowing and who prefer to take their tablets in powder form. Users drop their tablets into a threaded cup, insert the crusher and screw it down to break up the tablets. Prices start from £1.67 each plus VAT for an order of eight. The crusher is intended for standard tablets, not for coated or modified release formulations.

Test Valley Marketing. Tel: 0800 389 7347.

Biatain dressing from Coloplast

Biatain Adhesive is a new generation foam dressing that will be available on FP10 from September. It is highly absorbent and claims to be the only foam dressing with a hydrocolloid-based adhesive, which is kinder to skin. Two sizes are available: 12cm x 12cm (10, £20.60) and 18cm x 18cm (5, £20.60).

Coloplast, Tel: 01733 392000.

Healthy message for travellers

Pasteur Merieux has produced an A4 laminated card to help pharmacists give travel information. The card carries information about vaccines and malaria prophylaxis. The cards come in Gujarati, Urdu, Punjabi, Hindi and Bengali as well as English. Requests (stating language) should be sent to: Pasteur Merieux MSD Travel Fact Sheets, c/o Grayling, 4 Bedford Square, London WC1B.

Three question clue to asthma

A multidisciplinary team has worked out the three most useful questions that they should ask adult patients with asthma to help them determine how well the disease is being controlled.

The questions are:

"In the last week (month):

- have you had difficulty sleeping because of your asthma symptoms (including cough)?
- have you had your usual asthma symptoms during the day (cough, wheeze, chest tightness or breathlessness)?
- has your asthma interfered with your usual activities (eg housework, work/school etc)?"

Doctors and nurses attending a seminar organised by the Royal College of Physicians' Clinical Effectiveness and Evaluation Unit drew up the list which they felt would give the best overall picture of a patient's wellbeing.

Although the three questions do not provide all the answers for an individual patient, when the answers are collected for a group of patients they give an indication of how effective current asthma treatments and services are.

The RCP plans to use the questions as new outcome measures for asthma, in line with the NHS Executive's call for patient focused outcome indicators for diseases. It is hoped that the questions can be incorporated on GP software to facilitate the collection and analysis of data on asthma.

Further details have been published in a report 'Measuring clinical outcome in asthma: a patient-focused Approach', available from the Publications Department of the RCP on 0171 935 1174 ext 358, for £15.

Bingo and shopping one of the secrets of longevity

Physical activity is not the only thing that can help you live to a ripe old age. Bingo, shopping and playing cards can have the same effect.

A US study published in the *British* Medical Journal has found that social and productive activities can be as effective as fitness activities in lowering the risk of mortality in pensioners.

The activities of over 2,800 people of over 65 years old were studied over

a 13-year period. Activities were divided into three; social such as church going, playing cards and days trips; productive, such as gardening, cooking and shopping; and fitness.

The results found social and productive activities had equivalent survival advantages compared to fitness activities. The researchers believe that the less physical activities may complement exercise programmes.

Ibuprofen as safe as paracetamol

Ibuprofen is as well tolerated as paracetamol at OTC doses, according to a study in this week's *Journal of Clinical Drug Investigation*.

The findings reveal the tolerability of ibuprofen to be equivalent to that of paracetamol, and better than that of aspirin. Carried out in France, the study followed over 8,000 patients aged 18-75.

Aspirin had the highest rate of significant adverse effects at 18.7 per cent, followed by paracetamol with 14.5 per cent, and ibuprofen with 13.7 per cent. The incidence of gastrointestinal events and abdominal pain for ibuprofen were 4 per cent and 2.8 per cent respectively, and for paracetamol 5.3 per cent and 3.9 per cent.

SCRIPT SPECIALS

Klaricid for older children

Abbott Laboratories has extended its Klaricid (clarithromycin) range to include a suspension aimed specifically at older children.

Klaricid Paediatric Suspension 250mg/5ml is aimed at children aged ten to 12 who require a dose of 250mg twice daily. Previously, these children were required to take two 5ml spoonfuls of Klaricid Paediatric Suspension 125mg/5ml. Now, with the higher

strength suspension, they need only take one 5ml spoonful per dose.

Abbott Laboratories hopes to aid compliance with the new formulation and avoid under-dosing, which can lead to resistance.

The basic NHS price for a 70ml bottle of Klaricid Paediatric Suspension 250mg/5ml is £12.

Abbott Laboratories Ltd. Tel: 01795 580303.



Counterpoints



Canesten double strength thrush cream



Bayer is introducing a new double strength clotrimazole cream specifically for the relief of thrush symptoms in September.

Canesten Thrush Cream contains clotrimazole 2 per cent and is being aimed at women who are currently using Canesten fungicidal cream (1 per cent) to control the itching associated with thrush and vulvitis. The new variant will be positioned with other thrush products and the original 1 per cent cream will be sited in the dermatological section with Canesten Hydrocortisone.

Bayer says the dedicated thrush cream will appeal to women who are put off by a product that is also used for athlete's foot and nappy rash. Bayer used to make Canesten Intravaginal Cream 2 per cent - a seven-day course of pre-filled applicators - but it was discontinued.

The launch in September will be supported by PoS material, which includes new consumer-leaflets. Bayer plc.

Tel: 01635 563000.

Holistic growth for Beechams range

SmithKline Beecham is taking a more holistic approach to health management with the launch of two new products in its Beechams range - Beechams for Natural Relief

Echinacea and Garlic, and

Beechams for Natural Defence Zinc and Vitamin C.

Beechams for Natural Relief Echinacea and Garlic is a traditional herbal remedy to relieve cold and flu symptoms. It is a licensed medicinal product and has GSL status.

Taken at the first signs of a cold, the company says the product can help

speed up the recovery process and relieve the symptoms of cold and flu.

Retail price is £3.99 for a pack of

30 odour controlled, easy-toswallow, coated tablets.

Beechams for Natural Defence Zinc and Vitamin C is formulated to maintain the body's natural immune

system. It is a dietary food supplement and has GSL status.

Retail price is £2.99 for a pack of 30 chewable, summer fruit flavoured tablets.

The launch will be supported with a £1.6 million national press and poster campaign running from

November until February. PoS material will be available. SmithKline Beecham Consumer Healthcare.

Tel: 0181 560 5151.

natural

relief



Dendron is launching a new handy sized Ibuleve Mousse in a 75g aerosol can.

The mousse is formulated to be rapidly absorbed through the skin to provide fast, local relief from backache, common arthritic conditions, as well as rheumatic and muscular pain.

Retailing at £7.95, each can contains enough product for up to 75 applications, making it economical for regular users of topical NSAIDs.

The can contains an ozone-friendly aerosol propellant and each pack contains a patient information leaflet.

The mousse will be supported with a dedicated national press campaign starting in October.

Dendron Ltd. Tel: 01923 229251.



Children's product with ibuprofen

Galpharm is adding Galprofen Ibuprofen Oral Suspension for Children to its Galprofen range.

The product is indicated for fever, teething pain, earache, headache, sore throat, minor aches and pains and cold and flu symptoms. It is suitable for children over six months old.

Colour- and sugar-free, the orange flavoured suspension contains 100mg ibuprofen per 5ml. The 100ml bottle is provided with a spoon calibrated to measure 2.5 and 5ml.

Galprofen suspension is a Pharmacyonly product (rsp £2.69, 100ml). Galpharm International Ltd. Tel: 01226 779911.



Swim-Ear makes a splash



Co-pharma has repackaged its Swim-Ear drops in an eye-catching blue and white 'splash pack'.

The US product is an ear water drying aid, formulated to rapidly remove trapped ear water, which causes pressure and discomfort. The company claims it can also help prevent ear infections.

Retail price is £4.99. Co-pharma Ltd. Tel: 01923 710934.

SB relaunches Night Nurse and Day Nurse

its Night Nurse and Day Nurse Pharmacy-only cold and flu range.

SmithKline Beecham is relaunching

New packaging will be introduced for the products to improve the way



they stand out on the shelf. Improved pack graphics will ensure clear communication of the product's benefits.

Both products are indicated for

tickly coughs, shivers, aches and pains, runny nose, sore throat pain and headache. Information panels explain the night and day usage.

The range will be supported this winter with a new £2 million TV campaign and PoS material

SmithKline Beecham Consumer Healthcare. Tel: 0181 560 5151.

Can once be enough to cool and clear thrush fast?



£7-49

With new Canesten it can.

Now Once is enough to cool and clear thrush fast without interactions. Millions of women already use clotrimazole cream to relieve thrush symptoms, so the soothing Once formulation makes it the ideal recommendation for those who'd prefer a single-dose, non-systemic cream treatment. In trials, 79% of first time Once users said they'd definitely use it again! It has never been easier to recommend Canesten.

Product Information. Canesten® Once contains clotrimazole 10%. Indications: Treatment of candidal vaginitis. Dosage and Administration Adults: Insert the contents of the filled applicator (5g) intravaginally Children: Paediatric usage is not recommended Contra-indications: Hypersensitivity to clotrimazole. Warnings and Precautions: A physician should be consulted if this is the first time the patient has experienced symptoms of candidal vaginitis in the last six months, previous history or exposure to partner with a sexually transmitted disease; pregnancy or suspected pregnancy, aged under 16 or over 60 years; known hypersensitivity to imidazoles or other vaginal anti-fungal products. Medical advice should be sought if the patient has any of the following symptoms: irregular vaginal bleeding, abnormal vaginal bleeding or a blood-stained discharge, vulval or vaginal ulicers, blisters or sores, lower abdominal pain or dysuria; any adverse events such as redness, irritation or swelling associated with the treatment, fever or chills; nausea or vomiting, diarrhoea, foul smelling vaginal discharge. If no improvement in symptoms is seen after seven days, the patient should consult their doctor. Side-effects: Rarely, local mild burning or irritation immediately after use. Hypersensitivity reactions may occur. Use in Pregnancy: Only when considered necessary by a physician. Extra care should be taken when using the applicator to prevent the possibility of mechanical trauma. Cost: £4.27 MA Number: Pt. 0010/136. MA Holder: Bayer plc, Consumer Care Division, Newbury, Berkshire, RG14.1JA. Legal Category P. Date of Preparation: February 1999.



Liquid assets for Revion lip colour



Revion will launch a new liquid Lipstick in a wand on October 6.

Colorstay Liquid Lipcolor is designed to provide longlasting, transferresistant colour, without bleeding or feathering.The product includes very little wax so it feels

virtually weightless and comfortable. The formulation contains vitamins A and E and is fragrance-free.

Presented in a wand for easy application, the product comes in 15 Colours including two 'neutrals' and Two 'soft neutrals' to soften the Strong winter colours. Retail price is £7.95

Revlon International Corporation. Tel: 0171 629 7400.

Time release vitamins add shine to new Alberto V05 range

Alberto-Culver is replacing its V05 shampoos and conditioners with a more technologically advanced range of haircare products, designed to appeal to women aged 25-44.

Advanced V05 has been developed with technology that uses a similar carrier system for vitamin delivery as many skincare products.

The new haircare range is formulated with a timerelease vitamin complex that contains vitamins A, E and provitamin B5.

Alberto-Culver says the vitamins are released as the hair dries (either naturally or during blow drying) to promote a radiant shine.

The range comprises 17 new formulations - six shampoos, four conditioners, two intensive creams and five specialist hair treatments.

The products have fresh, fruity fragrances and are presented in



metallic light aquamarine packaging.

Retail prices range from £0.99 for a sachet of Shine Revitalising Treatment to provide a one-off conditioning 'boost' - to £5.99 for Strength and Shine Serum Spray to repair and strengthen damaged hair.

The launch will be supported by a £9.3 million marketing campaign, which includes TV and press advertising in women's magazines. The advertising campaign will run

from September 1 until the end of October.

The TV commercial focuses on increasing the chances of a 'good hair day' and the theme is that using new Advanced V05 may lead to 'more than beautiful' hair.

The commercial is set in a boy's apartment, where he is having fun with friends. The loud music they are playing annoys the female neighbour who is in the shower washing her hair. When she has

finished her hair, she goes next door and instead of turning the music down, smiles and turns the music

PoS material includes a display unit and consumer leaflets, which give details of products most suitable for different hair types. There is no change to the existing Alberto V05 special care and hot

Miners' Christmas

treatments. Alberto-Culver Co UK Ltd.

Tel: 01256 705000.

crackers

Elida Fabergé wraps up Christmas with an array of gift packs



Elida Fabergė is supporting the launch of its Christmas toiletries gift packs with a £28 million ad campaign.

The company's newest brand - Physio Sport - will come in two Christmas packs containing the best-



selling products from this sports bodycare brand for men and women. Retailing at £5, the Physio Sport

pack contains Shower High Frequency Hair & Body Wash (250ml) and Anti-Perspirant Ultra Dry (200ml).

The second pack (rsp £10.50) includes Shower High Frequency Hair & Body Wash, Massage Sports Therapy Oil, Hand Grip Liquid Hand Powder and a Physio Sport Stopwatch.

For men, there are three gift packs in the Lynx men's toiletries range.

Lynx Travel Bags contain bodyspray, shower gel and aftershave in Voodoo and Apollo. Retail price is £13.60.

Retailing at £6.25, Lynx bodyspray and aftershave sets come in Voodoo, Apollo and Africa. Bodyspray and shower gel sets (£4.69) come in Voodoo, Apollo, Inca and Africa. Elida Fabergé.

blue and silver.

Miners' ultimate gift set contains a complete selection of make-up plus body charms, mirror and brush set.

Miners is launching nine special

cosmetic gift sets for Christmas.

The sets feature products from the

latest cosmetic collections including

Gloss, Mini Miners Lipsticks and Nail Polishes, plus a combination of

dazzling body glitters, charms, eye-

shadow and holographic nail files.

The cosmetics are presented in

attractive pouches that come in pink,

Accessories with Attitude, Pots of

Retail prices range from £3.99 to £19.99.

Miners International Ltd. Tel: 01264 325500.

Nail art at your fingertips from Alida

Alida is launching a new fashion nail care range featuring fun nail art products.

The Edge comprises 11 fashion nail products that range from nail art pens, stencils and transfers to French Manicure products and treatment products like Fruity Cutipeel.

Alida has tailored the range following research into the needs of the UK market. Research showed that the UK consumer finds many US products were too 'American'. There was a strong preference for simple-to-apply nail art below £5.

Retail prices for the range start at £0.99 for transfers and stencils with kits at £4.99. Alida (Beauty Products) Ltd. Tel: 01256 320111.





NOW THERE'S A MOUSSE TO F EVERYONE'S POCKET

All the power of the best-selling topical painkiller now also available in a 75g handy size mousse

Rapid absorption with easy action dispenser

Great value - with up to 75 applications in every 75g can

N TV AND IN NATIONAL PRESS FROM OCTOBER



EVE Trademark and Product Licence held by Diomed Developments Ltd., Hitchin, Herts, SG4 70R, UK Distributed by DDD Ltd., 94 Rickmansworth Road, Watford, Herts, WD1 7JJ, UK Directions. Apply 1 EVE Trademark and Product Licence held by Diomed Developments Ltd, Hitchin, Herts, SG4 70R, UK Distributed by DDD Ltd, 94 Rickmansworth Road, Watford, Herts, WD1 7JJ, UK Directions. Apply 1 (1 to 2 golf-ball sized quantities) of mousse and massage into affected areas. Wash hands after use Repeat 3 to 4 times daily. Indications: For the relief of backache, rheumatic and muscular pain, sprains trains. Ibuleve is also for pain relief in non-serious arthritic conditions. Contra-indications Not to be used if allergic to any of the ingredients, or in cases of hypersensitivity to aspirin, ibuproten or related illers, especially where associated with a history of asthma, rhinitis or urticaria. Not to be used on broken skin, or where there is infection or other skin disease. Not to be used during pregnancy or lactation utions: Not recommended for children under 12 years without medical advice. If symptoms persist, consult a doctor or pharmacist. Patients with asthma, an active peptic ulcer or a history of kidney ems should consult their doctor before use, as should patients already taking aspirin or other painkillers. Interaction with blood pressure lowering drugs may occur, but is very unlikely. Keep away from the nose and mouth. Keep all medicines out of the reach of children. FOR EXTERNAL USE ONLY Side-effects. In normal use, side-effects are very rare, but may occasionally include allergic or localised skin ons in susceptible individuals. Ibuleve Mousse is FLAMMABLE. Keep away from flames. Legal Category [P]Packs. Pressurised containers holding 75g PL0173/0168, RSP £7 95 (£6.77 exc. VAT) and 125g. 210.60 (£9.02 exc. VAT).





Clearer image for Solpaflex



SmithKline Beecham Consumer Healthcare is introducing a new look for Solpaflex to give it clearer positioning and greater synergy with its parent brand Solpadeine.

The indications on the front of the Solpaflex pack are extended with the words: 'Fast powerful relief from muscle, joint, period and dental pain'.

The pack graphics partly mirror those of Solpadeine with its yellow zig zag. Other changes include a more consumer-friendly layout on the back of the pack and a colour change for the tablets from pink to white.

The new 12 and 24 packs will be phased in from September onwards. SmithKline Beecham Consumer Healthcare.

Tel: 0181 560 5151.

Mars relaunches Tunes

Mars Confectionery is relaunching Tunes with new packaging and adding a tropical flavour to the range.

This year's £2.5 million Tunes television advertising campaign will be back on air in November.A national sampling tour for Tropical Tunes in offices, High Streets and nightclubs is aimed at reaching 16-24 year-old female customers. Tropical Tunes contain menthol and vitamin C.

Mars is also launching a Lockets web site in mid-September. The site, at www.doubleaction.co.uk, will have a 'cold relief' section with information on colds, and a 'comic relief' section with entertainment for consumers with the 'cough and cold blues'. Lockets are being supported with a £2.5m advertising campaign.

Tel: 01753 550055.

Oral-B gets its bristles crossed with new toothbrush

Oral-B Laboratories will launch a new premium toothbrush in October.

The Oral-B Crossaction (so called because of its criss-cross bristles) is the result of a three-year research and development programme.

It is designed around how people actually brush their teeth, as opposed to how they are supposed to (the best practice method recommended by dentists).

Extended green criss-cross bristles flex then straighten to penetrate deep between the teeth, lifting plaque to the surface. The bristles are angled in opposite directions for two-way action.

Oral-B claims that clinical tests show the brush removes a minimum of 25 per cent more plaque than any other manual toothbrush.

The premium sector has doubled over the past two years, and the company says its research suggests consumers are willing to pay a premium price for improved plaque removal.

The premium priced toothbrush will retail at £3.99, although it will be introduced at a trial price of £2.99.

This introductory price will run for four weeks during the October launch period.

The toothbrush will be available in four colours – Teal, Azure, Plum and Coral. It will come in two sizes – 35 and 40 – in both soft and medium firmness.

The launch will be supported by a

This Old is a second with the second with the

£2 million

package which includes TV advertising and advertorials. The TV campaign breaks on October 18 in the London, Carlton, Central, Meridian and Anglia TV regions.

PoS material includes wobblers, shelf strips, counter units and floor stands holding either six or 12 dozen units

Oral-B Laboratories Ltd. Tel: 0181 847 7800.

Ovex Clean Crusaders go into action



Johnson & Johnson MSD Consumer Pharmaceuticals will support its Ovex threadworm treatment this autumn with an interactive Clean Crusaders Campaign.

Targeted at parents and their children, the campaign aims to provide simple and practical advice on basic hygiene matters

Events taking place at major shopping centres in September are timed to coincide with the new school year, when the threat of an outbreak of threadworms is increased.

Johnson & Johnson MSD Consumer Pharmaceuticals. Tel: 01494 450778.

L'Oréal steps out in style with Elvive

L'Oréal is launching two new styling mousses in its Elvive range.

Elvive Styling Mousse with UV filte gives lasting volume as well as protection to coloured hair. Elvive Styling Mousse with Nutri-Ceramide contains Ceramide R, to penetrate the hair shaft and rebuild strength.

Retail prices are £1.99 (100ml) and £2.99 (200ml).

L'Oréal.

Tel: 0171 937 5454.

ON TV NEXT WEEK

Clinomyn smokers toothpaste: G, C, A, C4

Dettol moisturising handwash: A, M, CAR, C4

Diflucan One: B, Y, C, LWT, CAR, TT

Listerine antiseptic mouthwash: STV, C, M, LWT, C4, Sat

Oxy: All areas except U, CTV, GMTV

Poli-Grip: GTV, U, STV, G, Y, C, A, HTV, W, M, CAR, TT

Pro Plus: C4

Regaine: C4, Sat

Valerina Night Time: C, W

A Anglia, B Border, C Central, C4 Channel 4, C5 Channel 5, CAR Carlton, CTV Channel Islands, G Granada, GMTV Breakfast Television, GTV Grampiar HTV Wales & West, LWT London Weekend, M Meridian, Sqt Satellite, STV Scotland (central), TT Tyne Tees, U Ulster, W Westcountry, Y Yorkshire



he Solpadeine NEW TRIAL PACK is such a great idea. t's designed to be displayed on your counter and to ring you more Solpadeine customers. They're the eople who come to pharmacies only, have the purchasing the next most popular brand³. So, whilst you may not be sure if you'll get a lunch break today, you can be sure of Solpadeine. Order now from your wholesaler, whilst stocks last.

makes you feel human again

Solpadeine Few things in life are as certain as Solpadeine



Duracell aims high with Christmas Space Bunny promotion



Duracell is supporting its Duracell Ultra alkaline battery this Christmas with a US Space Camp promotion.

Consumers purchasing any Duracell Ultra alkaline or photo lithium pack will have the chance to win the trip of a lifetime to Florida.

The prize includes a five-day trip for four to the US Space Camp in Orlando, where activities include: astronaut training, simulated take-off, moon flight and moon walk and a motion simulator, which enacts a mission.

500 runners-up will win a Duracell Ultra Space Bunny, resplendent in silver space suit astride his Duracell Ultra-powered space scooter.

Leaflets featuring two pictures of space will be available for display at point of purchase. To enter, consumers have to guess where the Space Bunny is and place a cross at the exact point where they think his nose is.

The promotion allows one cross for one standard pack purchase, but three crosses for any two standard packs bought simultaneously.

Eye-catching PoS material includes a counter pre-pack, a two-tier counter display and mini counter trays. Leaflet dispensers, wobblers and A2 posters are available.

Duracell (UK) Ltd. Tel: 0208 5601234.

Farley's Second Milk with added LCPs

Farley's Infant Nutrition is relaunching its Farley's milks from September.At the same time, Farley's Second Milk will be supplemented with LCPs (long chain polyunsaturated fats).

Farley's is adding LCPs to its Second Milk without increasing the price of the product. LCPs have been included in Farley's First Milk and Farley's Premcare formulations since 1996.

LCPs are naturally present in breast milk and research has shown that they are particularly important for the development of the brain, eyes and nervous systems in the early months of a baby's life.

Juliet Foster, Farley's category manager, says that the company is including LCPs in its Second Milk, as more mothers are choosing to feed second stage formula milks (for hungrier babies) at an earlier point.

FSA data shows that over onequarter of second milks are consumed by babies under the age of three months.

• Farley's milks will now feature the same electric blue livery as Farley's cereals and rusks to give the brand more impact on-shelf.

Important information is now displayed clearly on the front of the packs. This has been achieved by more prominent labelling of the milk type – (first stage, second stage or follow-on) and when to use it.

To help make selection easier for parents, a 'tick list' displays key information (eg gluten- and sucrose-free, iron enriched) on the front of the pack.

Farley's & Heinz Infant Nutrition.

Tel: 0181 573 7757.



No more spills for tiny tots

Mam is launching a new cup designed for babies from six months old.

The Small and Smart Cup is designed to offer smaller babies the spill proof benefits of the No Mess No Stress Cup and to teach babies to drink from a cup right from the start.

Made from break-resistant

polycarbonate, the cup is shaped to make it easy for small hands to hold. Ergonomic handles enhance steadiness and ease the transition from a bottle to cup.

The cup retails at £3.99. Mam (UK) Ltd. Tel: 0121 326 6992.

IN BRIEF

Infacol is back

Pharmax has naw resalved its Infacal stack shartage and the praduct is ance again available. Until recently, the campany had been unable to manufacture Infacal due to ane af the row materials nat consistently meeting its standards.

Pharmax Ltd.

Tel: 01322 550550.

Opti-Tears display

Alcan Labarataries is pramating its Opti-Tears rewetting draps far cantact lens wearers with special PaS displays, available in auters af 12 thraugh whalesalers ar directly fram Alcan.

Alcan Labarataries (UK) Ltd. Tel: 01442 341234

Natural remedy campaign

Sutherland Health is supporting its HRI Water Balance and Clear Camplexian with a £250,000 marketing pragramme. The aim of the campaign is to increase awareness of these natural remedies which have been licensed by the MCA to make medicinal claims.

Sutherland Health Ltd. Tel: 01635 874488.

Persona campaign

Unipath is testing respansive advertising far Persana, its natural method of cantraceptian. A £300,000 test campaign will run until Octaber in quality daily newspapers and wamen's magazines. The respansive ads will carry a dedicated telephane number far readers ta call and receive an infarmatian pack, plus a £5 reductian an their initial purchase.

Tel: 01234 835000.

Sea-Band leaflets for surgeries

Sutherland Health is extending its custamer infarmatian service far Sea-Band acupressure wristbands far nausea. Twa infarmatian leaflets entitled 'Sea-Band far Travel Sickness' and 'Sea Band far Marning Sickness' are naw available acrass the UK in dactars' surgeries.

Sutherland Health Ltd.

Tel: 01635 874488.

Kodak harnesses power of millennium to build sales on the High Street



Kodak is launching a major consumer promotion to spearhead its millennium activity on the High Street nationwide.

Capture 2000 offers consumers an instant scratchcard win in every promotional pack and will be available across a wide range of Kodak products and services from the first week of October.

There are over £5 million of prizes to be won including trips of a lifetime to the Millennium Olympics in Sydney and the carnival in Rio de Janeiro.

Prizes will also include Kodak Advantix cameras and Kodak Fun Gold Flash cameras.

Money-off vouchers will encourage consumers to purchase film, process

it and buy another film within a shorter time-scale than usual.

Kodak will be supporting its message for people to take more pictures to celebrate 2000 with a £1.4m TV advertising campaign from the last week of November until December 31. Counter merchandisers and Po8 items will be available.

Kodak Ltd. Tel: 01442 261122.

ne easy way

o train your medicine ales assistants

AMBRIDGE FRPART Nhy pay more?

CAMBRIDGE COUNTERPART PHARMACY ASSISTANT DEVELOPMENT

ambridge Counterpart is:

exible fordable asy to join asy to use

u could pay more in double for other urses

d remember, mbridge Counterpart

tant results on the phone

assistants must now be trained Royal Pharmaceutical standards

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Neutrogena beauty writer of the Year Sarah Purcell takes a close look at the skincare market



Facing the facts of skincare

he benefits to our skin of a healthy diet rich in vitamins and minerals are well known, but more recently women have been turning to creams that contain these nutrients, in their quest for younger looking skin.

Vitamin E has been a popular skincare ingredient for many years, thanks to its antioxidant properties, and vitamin A derivatives such as retinol have recently become widely available in mass market skincare ranges such as Plenitude, RoC and Vichy. Vitamin C has long been heralded the healthy skin vitamin, but it's taken manufacturers many years to overcome the problem of producing a stable formulation for topical use. Now new high-tech delivery systems have overcome this hurdle, making vitamin C the latest 'must have' skincare ingredient in the war against wrinkles. But how much of it is hype and what can these vitamin-enriched creams really do for your skin?

A is for anti-ageing

The discovery that a derivative of vitamin A, tretinoin, could smoothe out lines and wrinkles was made back in the 1970s by a US dermatologist, Dr Albert Kligman, who was using the ingredient to treat acne. His patients found that not only was their acne cured, but their skin looked younger, too. This finding has since been endorsed by dozens of clinical studies throughout the world and tretinoin is now widely used by dermatologists to treat photo-damaged skin.

At a recent conference on antiageing skincare at the Royal Society of Medicine, dermatologist Professor Chris Griffiths said that the only proven anti-agers were tretinoin and SPF15. Susan Mayou, a consultant dermatologist at the Lister hospital, London, was at the conference and agreed with Professor Griffiths statement: "While we did use fruit acids to treat photo-ageing for a time, tretinoin has now become the preferred treatment. Other anti-ageing products you can buy may have a temporary effect on lines and wrinkles by irritating the skin to cause swelling, thus making the skin



appear smoother. But once you stop using the product, the effects will disappear. With retinoids you can actually reverse some of the effects of photo damage permanently."

However, Dr Mayou and other experts agree that nothing will improve the effects of natural chronological ageing or deep furrows other than surgery.

Vitamin A creams work on both the skin's surface and the dermis below, but irritation and flaking is a common complaint. Users are also extremely sensitive to sunlight, so sunscreen must always be worn. Despite the adverse effects, vitamin A remains popular with dermatologists and patients alike because it works. "It's

the most effective anti-ageing ingredient vet available - real proof that the miracle in a jar is possible," says cosmetic dermatologist Dr Patrick Boler, director of Cosmeceuticals. "In its cosmetic form, it causes irritation in under 5 per cent of people; however, we've had cases of people applying too much product and this will cause irritation." Getting the right concentration can be tricky - too high and you'll get side effects, but too low and you won't get the results. "A concentration of around 2 per cent is ideal," says Dr Boler. And it won't give overnight results most products take around eight to 12 weeks to show visible results.

C is for collagen

Vitamin C has long been heralded as a skin saviour, but until recently its use was confined to supplements that treated the skin from the inside. Because vitamin C is notoriously unstable, creating a topical formulation proved elusive for many years. But new technology has harnessed special delivery systems that make it possible to put vitamin C into a skin cream, so it can be used exactly where it's needed.

"Vitamin C is so useful because of its powerful antioxidant properties and the changes it causes to collagen, which help improve skin elasticity," says Dr Patrick Boler. "It can also help to reduce unsightly skin pigmentation."

Vitamin C has filtered quickly from premium to mass market ranges such as Synergie C.At Garnier, scientific adviser Vic Hyde says that topical vitamin C creams have the advantage of being supplied directly to the skin, rather than being used up by other parts of the body, which is what happens when it is taken orally. It also provides a more constant supply of the vitamin, which is not stored in the



Neutrogena's new Healthy Skin Renewing Lotion combines vitamins with AHAs and moisturisers for younger looking skin



Nivea Visage Anti Wrinkle Q10 Repair Night Creme promises to fight wrinkles while you sleep



Christy's new Facial Express is a four-in-one product which comes in a choice of four variants



The Advanced Retinol range from SVP Trading: a range of vitamin A products to combat the signs of ageing

ody.And unlike vitamin A derivatives, ide effects are very unlikely.

At Johnson & Johnson, health professional development manager Debbie Hayes says: "Vitamin C is a seful ingredient in helping to revent future damage to the skin – 1e antioxidant effect helps protect 1e healthy cells from free radical amage and it also increases collagen roduction and maintains skin lasticity."

At Cosmetique Active, pokesperson Marie Beaumont says the company included vitamin C in its eti-C product because of its afoliating action, which gives skin a more radiant look The company has combined vitamin C with retinol in a triple emulsion formulation that keeps both ingredients stable. "Taken in supplement form the ingredients are the same, but you won't get the exfoliating action unless you use vitamin C topically."

New products

Neutrogena has introduced two antiageing products, Healthy Skin Renewing Lotion and New Hands UV Ageing Repair Treatment. Healthy Skin Renewing Lotion combines vitamins A, C, B5 and C with moisturisers and AHAs for younger skin. New Hands contains pro-retinol, vitamins C, E and B5, plus AHAs and an SPF15 to repair photo-damaged hands and protect from sunlight.

New to the Nivea Visage Q10 range is Anti Wrinkle Q10 Repair Night Creme to fight wrinkles while you sleep. The product contains coenzyme Q10, a naturally occurring substance that helps to repair and regenerate skin. After two weeks of use, skin elasticity is improved, and within six weeks, the appearance of lines and wrinkles are improved, says Beicrsdorf.

New from Christian Dior for autumn is Phenomen-A, a double retinol product which is claimed to improve the appearance of wrinkles by up to 69 per cent in four weeks. The formulation contains retinol plus pre-retinol, an ester of vitamin A that gradually changes into retinol while the pure retinol is already at work, thus giving a longer-lasting supply. It should be used at night for best results.

RoC has added a masque to its extensive Retinol range. It has dual action properties, giving a quick fix for dull and tired skin, but also providing a long-term anti-ageing benefit by reducing the appearance of fine lines and wrinkles. It can be applied as a thin layer over the face for a fresher, more radiant complexion, or applied as a thick layer, left to work for five minutes, then rinsed off or wiped away with cotton wool.

Plénitude Line Eraser is a new night treatment that contains pure concentrated retinol. After eight weeks of use, it is claimed that the product will give a 48 per cent reduction in lines. It contains a 0.07 per cent concentration of retinol as well as natural lipids to moisturise the epidermis.

The Simple skincare range has been given a sleek new look, and two new products have been added to the range. Vital Vitamin moisturiser contain vitamins A, E and pro-vitamin B5 to nourish and firm skin, while Eye Zone cream helps to reduce the appearance of fine lines. The entire Simple range has been repackaged and products have been renamed for a more contemporary appeal. The brand is being supported by a £1.5m cinema and press campaign from September.

Christy's new Facial Express is a four-in-one skincare product which acts like a mini facial in a bottle. It will remove eye make-up and cleanse skin, tone and moisturise all in one go. The light mousse formulation is available in four variants: Ultimate Energising System - Mimosa & Rosehip, to revitalise tired and stressed skin; Active Purifying System - Tea Tree & Lemongrass, for problem skin; Definitive Balancing System - Starfruit & Honeysuckle, for combination skins; and Advanced Hydrating System Jojoba & Waterlilly System for dry skin.

The Advanced Retinol range from SVP Trading contains 450,000iu of retinyl palmitate to smoothe lines and wrinkles, as well as moisturising ingredients including camomile and glycerine, aloe vera to reduce redness and SPF20 to protect from further damage. Products include Vitamin A cream SPF20 Anti-Ageing Moisturiser, Vitamin A Eye Gel and Vitamin A Cleausing Lotion.

Synergie C cleansing products are the latest additions to the range. Using the benefits of vitamin C to revitalise and tone skin, products include Reviving Foam Wash, Reviving Cleansing Milk and Reviving Toner.

Oil of Olay's Provital skincare products contain an intensive moisture boosting system called Illume to give a smooth feel to skin, while attracting moisture to the surface. It contains pro-vitamin A, provitamin B5, plus vitamin E and B3 for younger looking skin. Products include Provital Energising Daycream and Provital Regenerating Nightcream.

Natural Science is a new range of skincare products from the US and includes a moisturiser called Saving Face which has an SPF4.All the products in the range contain Dead Sea minerals and all packaging is recyclable.

Efamol has produced a skincare range based on the skin healing benefits of evening primrose oil. The range includes a face cream which contains 5 per cent evening primrose oil, vitamins A, C and E, plus UVA and UVB filters.

Ahava skincare products now all contain a new anti-ageing ingredient called a mineral skin osmoter (MSO), which enables active ingredients to be more easily absorbed into the skin.

Pharma Nord's Q10 Energising Cream uses the co-enzyme Q10 to reduce fine lines and wrinkles on the skin. The skin cells use the co-enzyme to produce collagen – levels of this start to decline in the skin after the age of 20.

Nourella combines a supplement with a skin lotion to rejuvenate skin. The capsules contain marine proteins, vitamin C, silica and magnesium to increase collagen and elastin production and improve moisture retention.

Montagne Jeunesse has added three

Continued on P20 →



The Simple range has been relaunched and two new products added – Vital Vitamin moisturiser and Eye Zone cream





The Skinvit supplement from Healthaid has been repackaged for the millennium

→Continued from P19

new face masks that come in 75ml tubes – avocado & pineapple, seaweed & mineral and honey scrub with lemon. They retail at £2.99 each.

Supplementary benefits

While skincare manufacturers claim topically applied products are the answer to younger looking skin, a host of new supplements are available, which are claimed to fight ageing from the inside, while some are designed to be used in conjunction with a cream for maximum effect."The main benefit of taking a skincare supplement is that it nourishes skin from the inside. It helps to stimulate cell growth and renewal, and while it may take a little longer than a cream to show results, it's a long-term investment for the future of your skin," says Charlotte Ellis at Pharmavita, maker of Nourella.

So have women embraced the idea of anti-ageing from the inside? "People did find the concept of moisturising your skin from the inside hard to grasp initially, but now there is much greater awareness of the importance of what you do inside as well as on the outside of your skin," says Charlotte Ellis.

Nutritionists still argue that if you eat a healthy diet then this alone should be enough to nourish your skin."A hundred years ago that might have been true, but today there are so many pesticides and chemicals in foods that the concentration of nutrients in our food is much less. And if you combine that with the amount of junk food that many people eat, then diet alone is not enough," says Ms Ellis.

Dr Boler, whose company makes Vitace supplements and creams, says: "While we don't yet know precisely how much gets directly to the skin, since many factors can affect this, it's better to have too much of these nutrients than not enough – the body will simply get rid of what it doesn't need. When patients ask me if it's worth taking a supplement for their skin, I tell them that if you want to live on a minimum wage, then diet alone is fine, but if they want extra benefits then a supplement will help."

Skincare supplements contain a wide variety of vitamins, minerals and other nutrients. Most will contain vitamins C and E, while some include vitamin A, too. Marine extracts, to stimulate collagen and elastin production, are included in some, such as Nourella, Skingain and Imedeen, while essential fatty acids are contained in Seven Seas Collage.

New products

Youth Builder is a new collagen supplement from Murad that is claimed to give younger-looking skin from the inside out, promising a reduction in lines and wrinkles of 34 per cent after four weeks of use. It contains N-acetyl glucosamine to help prevent the formation of collaginase, which breaks down healthy collagen, plus a combination of vitamins, minerals and amino acids.

Seven Seas Collage combines a supplement with a cream for maximum effect. It claims to increase moisture levels and skin smoothness by 38 per cent in 30 days. The capsules contain vitamins C and E, folic acid, zinc, carotenoids, starflower oil and ceramides. The cream contains Colla III, an active ingredient which regenerates collagen production.

Skinvit from Healthaid has been repackaged for the next millennium, and the new packs will feature in an advertising campaign for the brand. Skinvit contains vitamins *C*, E and B complex, plus calcium, zinc and choline.

Skingain is the new skin

supplement developed by the creator of Imedeen, Dr Brian Newman The supplement claims to increase skin thickness, thus making it more resistant to photo damage. Based on fish polysaccharides, the capsules also contain silicon, antioxidants, B complex, magnesium and calcium.

S is for sun protection

Speak to any dermatologist about ageing and they'll tell you the single most important step you can take is to protect your skin from sun damage. "Many people still think that ageing is inevitable, but in fact only 10 per cent of wrinkles are naturally caused by the ageing process – the rest are the result of damage by exposure to the sun," says Debbie Hayes. "Yet people still associate wearing a sunscreen with going on holiday, while they should be using them all year round if they want to prevent premature ageing."

Sunlight damages the supporting collagen and clastin fibres in the dermis, which leads to wrinkles and lines, as well as darker pigmentation, particularly on the face and hands.

More and more manufacturers are now including sunscreens in their moisturisers to give some protection, but in strong sunlight customers shouldn't rely on these alone to protect their skin as few give broad spectrum sun protection. "Sunlight is a key cause of ageing and the inclusion of sunscreens in moisturisers will continue to grow," says Jo Edwards, group product manager for Nivea face care at Beiersdorf.

Dr Mayou advises all women who use anti-ageing products to apply a sunscreen as well to prevent further photo damage to the skin. "If you don't then you may reverse any good that you have done."

Eye skincare

The eyes are usually the first area to show signs of ageing, and that's partly because the skin surrounding them is thinner and more

DERMATOLOGICAL
(E45)

Bath

Wash

Cream.

E45 lotion is now available on FP10 for the relief of dry skin conditions such as eczema

Did you know?

- In the UK there are 14.5 million women aged 35-60 (prime antiageing skincare users), but only 3 million use an antiageing product once a week.
- The age of 30 is usually when a woman starts to think about using an anti-ageing product.
- Most anti-ageing creams take at least 6-8 weeks to show results there are no overnight cures.
- Some 90 per cent of lines and wrinkles are caused by exposure to sunlight - natural ageing only accounts for 10 per cent.
- Brand names are still important according to Mintel research, 34 per cent of women take them into account when choosing a moisturiser.
- The link between ageing and sun damage is sinking in some 26 per cent of women now choose a moisturiser with UV protection, according to Mintel, in particular 35-44-year-olds.
- A third of women always buy the same brand of moisturiser.



The Eucerin range for problem dry skin has been extended with the addition of Eucerin Dry Skin Bath

delicate than on the rest of your face.

While some women can get away with just applying their usual moisturiser to the eye area, for others this will cause irritation and puffiness, so a separate eye product is best. In the UK 11 per cent of women use an eye cream once a day and 52 per cent use one once a week, according to Beiersdorf research, and the market is currently static at £8.5 million (IRI Infoscan). "While eye products are usually targeted

Continued on P22→



Now, available as a bath therapy

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Skincare

Facts and figures

According to Taylor Nelson Superpanel data, moisturisers account for 34.9 per cent of the non-medicated skincare market, cleansers for 17.3 per cent and toners for 3.9 per cent. The total skincare market is valued at £479.5 million, and grew by 4.7 per cent last year (Taylor Nelson, Dec 1998).

- Mass market skincare brands now account for 70 per cent of sales of facial products, with premium products taking the remainder.
- Boots is the single largest retailer of facial skincare products, accounting for a third of sales, according to Mintel.
- The facial skincare market is forecast to reach £452m by 2002, with moisturisers expected to take around £315m and cleansers £98m.



Spots are an 'affliction' that affect all of us at some time

Top ten non-medicated skincare brands

- Oil of Ulay Beauty Fluid
- 2 E45
- 3 Nivea Visage
- 4 Nivea
- 5 Johnson's Baby
- 6 Vaseline Intensive Care
- 7 Oil of Ulay Cleanser
- 8 Plenitude moisturiser
- 9 Boots skincare
- 10 Synergie cleanser Source: Taylor Nelson Sofres Superpanel

At Cosmetique Active, maker of Vichy, Marie Beaumont says: "The more you know about your products, the better you'll be able to advise your customers. Having a good knowledge of the skin will help too."

Debbie Hayes, health professional development manager at Johnson & Johnson, maker of Neutrogena and RoC, advises: "In France the pharmacist plays a crucial role as skincare adviser and it could be a



Australian Bodycare's Facial Moisturiser is ideal for oily and spot-prone skins

→Continued from P20

at the over 30s, if you start using one at a younger age, then you can delay the appearance of lines," says Jo Edwards.

- Bioré Fine Line gel patches are designed to smoothe lines from the under-eye area. Used three times a week, the patches contain an ingredient called Nutraceramide, said to be 20 times more effective than a cream.
- Neutrogena has introduced Ageing Repair Eye Cream, a non-greasy product combining melibiose, AHAS, vitamins and sunscreens.

The pharmacy's role

As skincare becomes an increasingly technical subject, with a confusing range of products to choose from, the pharmacy seems the ideal place to sell these products. Yet many pharmacists are not making the most of what is a very real opportunity. So what can be done? We asked some leading skincare manufacturers for their views.

At Beiersdorf, maker of Nivea, group product manager Jo Edwards says: "Pharmacists need to make themselves more accessible and knowledgeable in the skincare area. It's important to have an up to date range of stock on shelf to give customers the impression that you're serious about skincare. And provide as much point of sale material as you can."



The Oxygen range from SmithKline Beecham uses deep cleansing ingredients for spot-free skin



The maker of Exorex has set up a helpline to give information and advice to psoriasis sufferers

major opportunity for pharmacists over here, too. I think they need to ensure they're kept up to date with skincare education to enable them to become better advisers. They could also make more of opportunities to recommend skincare products to their customers – for example wome taking the Pill or on HRT are often more sensitive to sunlight."

New skincare niches

Pore strips

Only two or three years ago few people had even heard of pore strip yet now some of the major mass market manufacturers have added the product to their ranges, and initial figures estimate they've taken a 12 per cent share of the cleansing sect

Continued on P24



Proveit

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→Continued from P22

already. So what has made them such a hit?

"I think pore strips have put the fun back into cleansing, and they also give an instant and visible result, which people like," says Jo Edwards at Beiersdorf, who recently launched pore strips for men.

One of the first to launch in the UK was Bioré with its Pore Perfect range of cleansing strips for nose and face. They work by drawing out dirt, oil and impurities from the skin, leaving it really clean. Its new Pore Perfect Ultra Strips are designed for even deeper cleaning, infused with tea tree oil, witch hazel and menthol.

Pond's launched Clear Pore Nose Strips earlier this year and have now added Clear Pore Assorted Strips, a pack containing nose strips, forehead strips and chin and checks strips. The range is being supported by a £2.Im package including TV and press advertising.

This month sees the launch of Australian Bodycare's Easy Clear nose treatment strips. Using tea tree oil to help remove the impurities which cause blackheads, the strips retail at £4.99 for a box of six. Customers can phone the Tea Tree helpline on 01892-750333 for more information on tea tree products.

• Facial cleansing wipes

No time to cleanse, tone and moisturise? Then the latest answer is an all-in-one wipe that does all three jobs for you, including removing eye make-up. These products have taken the cleansing market by storm this year and we're bound to see more launches. Apparently in Spain the products have been so successful that now one in every two women use them. Garnier expect them to appeal to people on the move and also the 55 per cent of women in the UK who still don't use a cleanser on their skin.

Bioré Facial Cleansing Cloths (£4.99 for 34) are oil-free and are claimed to remove waterproof mascara too

Synergie Express 3-in-1 Wipes (£3.99 for 25) contain vitamin E and aloe vera to leave skin moisturised as well as clean.

Nivea Visage Soft Facial Cleansing Wipes (£3.99 for 25) contain a soapfree emollient so they won't dry out skin.



The Valderma range includes a soap – a mild alternative to medicated skin washes – and an antiseptic cream



Palmer's Cocoa Butter Formula promises soft skin all over



La Formule Skin Pen treats spots the natural way with a blend of essential oils, which neutralise the bacteria that cause spots

Problem skin news

 Synergie Express Patch is a new fast-acting spot treatment. The transparent disc contains triclosan to treat the spot and camomile to soothe infected skin.

Beiersdorf has extended the dry skin brand Eucerin with the addition of Eucerin Dry Skin Bath therapy for problem dry skin. It has a gentle foaming action and non-greasy feel and contains no fragrance or preservatives. The Eucerin range has been repackaged with a bold new logo. It will be supported by a direct mail campaign.

 Stiefel is supporting Oilatum with a series of events organised in conjunction with the National Eczema Society as well as a PR campaign.

• E45 lotion is now available on FP10 for the relief of dry skin conditions such as eczema and contact dermatitis. It is available in 200ml and 500ml pack sizes. A new study to determine the efficacy of E45 in moderate to severe cases of eczema found that 87 per cent of patients saw a significant improvement in 28 days. The trial evaluated the effect of using E45 Cream, Bath and Wash.

 Australian Bodycare's Facial Moisturiser contains 2 per cent tea tree oil, making it ideal for use on oily and spot-prone skins. It also contains vitamin A, E, aloe vera and jojoba oil.

• Exorex is the latest treatment for psoriasis and claims to bring an average improvement of 86 per cent to sufferers. A new helpline for psoriasis patients has been set up by Exorex to give information about the disease and the treatment options available. Tel: 01737 508050, Mon-Fri, 9am-5pm.

• The medicated skincare market is worth £60.9 million (MAT, Feb 1999) and grew by 10.9 per cent last year. The Oxygen range from SmithKline Beecham is aimed at 16-24-year-olds and is based on the concept of deep cleansing for spot-free skin. Products include Facial Gel Wash, Exfoliate & Cleanse Pads, Cleanser and Skin Refresher.

 Palmer's Cocoa Butter Formula blends pure cocoa butter with vitamin E and is suitable for all-over use. The secret of cocoa butter is its melting point of 34 deg C, allowing it to be quickly absorbed into the skin.

• Valderma is being supported with a PR campaign and sampling programme aimed at young adults and teenagers. The press campaign will involve promotion in teenage titles. The Valderma range includes a soap, marketed as a mild alternative to medicated skin washes, and an antiseptic cream, claimed to keep spot sensitive skin clear and clean.

● La Formule Nightshift is an overnight spot treatment which uses natural ingredients. Containing green clay, sweet almond oil and oil of geranium, in a recent survey six out of ten users saw an improvement within two days of using the product. The new treatment is an addition to the existing La Formule range of spot treatment products, including the original La Formule Skin Pen.

• Thursday Plantation has added two fast-working treatments for problem skin to its Tea Tree range. Tea Tree Skin Cleanse Clear Blemish Gel contains 20 per cent tea tree oil to kill bacteria and unblock pores. Skin Cleanse Daily Face Wash is a soap-free cleanser that helps to control excess oil.

• SSL International, maker of Tubifast Wet Wrap bandages for eczema treatment, is supporting the brand during National Eczema week (September 26-October 2). A national sponsorship event will invite participants to join in a 24-hour wrap, wearing the Tubifast bandage for 24 hours, to raise funds for the National Eczema Society. To obtain sponsorship packs for customers contact Patrick Ladbury on 0171 388 4097.



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Keeping the tax man at bay

Having worked hard all your life to provide some financial comfort for yourself and your family, why should some of that money go to the tax man when you die? It doesn't have to, as John Tillotson reports

ike many in business, pharmacists work hard for their retirement and hope to eventually pass on what they have made to their children. But one area of their financial life is almost invariably poorly planned: inheritance tax.

The law allows each individual to leave £231,000 free of inheritance tax and this allowance is generally increased each year in line with inflation. If a husband dies and leaves his assets to his wife, then when she dies her estate will be taxed at 40 per cent of what she owns above £231,000. But this can be avoided legitimately with proper planning.

Couples often believe that their wills leave their share of the house to their partner when one of them dies. This well intentioned view can be mistaken, because for many married couples, particularly those in business, house ownership causes large sums to be paid in inheritance tax after they have both died.

Contrary to common belief, very few people own their houses on the basis of separate shares. Most married couples own their houses on an overlap basis - they both own all of it. This method of ownership is called 'beneficial joint tenants'. It means that if a husband dies, his widow will own all of the house because she always did - irrespective of what his will says. This overlap method of ownership was an effective one in the last century, when most people did not have a will. It meant that if a husband died, his widow owned the house outright automatically and had a roof over her head, and vice versa.

That was a good arrangement because it supported a widow(er) in the strongest possible way. Today it is not so good because of the high value of bricks and mortar – which helps to take his or her assets above the inheritance tax threshold. Which means inheritance tax is frequently paid as a consequence of the house being owned on the overlap basis.

Is there a credible alternative? Yes, and it usually requires that your house is owned on the same legal basis as most people already think theirs is. That is, on a declared percentage share



- usually 50-50. This kind of ownership is called 'tenants in common'.

Using this method, assuming a married couple's wills leave everything to each other, if he dies, she ends up owning the whole house anyway, and vice versa. Is there the same inheritance tax to pay? Not necessarily.

This is a specialised area of tax planning. Most couples would like to arrange for the widow to own all of their joint assets, including the house, just as she would under the usual wills that married couples write. But how do you avoid the inheritance tax? And would the tax man approve?

What is a trust?

Setting up a trust is part of the answer. Despite often being in the news, trusts are a mystery to most people. While the basics are simple, they can get very complicated. If trusts are to be used, they should involve minimum administration. If you give something, say to your brother and his wife, to look after for their children, you have created a legal trust. You are asking your brother and his wife to be trustees; their children are heneficiaries.

If serious assets are involved, you

should get a trust deed drawn up to define the duties of the trustees and the rights of the beneficiaries. As in this example, most trusts involve an indirect gift - where someone is giving an asset to another person(s) to look after for someone else.

In such an arrangement, your hrother and his wife become the temporary owners of the asset in a 'non-personal capacity'. If, for example, they were run over by the proverhial bus, that asset could not count towards calculating their inheritance tax.

This simple device is deeper than it seems. The English trust concept has been described as possibly the most ingenious legal device ever.

Saving money

Assuming the husband dies first, we would like to return his share of the house and other assets to his widow and preserve his inheritance tax rights (or vice versa). In brief, this is what is done:

- separate, high quality trusts are created for each of the husband and wife during lifetime
- on the first death a sum equal to the inheritance tax threshold is then

left to the husband's own trust.

That may not seem so clever because it gives assets to a trust and not to the widow. But just as a trust is an indirect gift to someone, we arrange that the assets involved are not given directly to the trust - they are given indirectly to the trust. And who is the person receiving the assets in the meantime? The widow.

It is done in such a way that assets are only given back to the husband's trust after the widow's own death. Until then, for practical purposes, they are for her effectively unfettered use.

This lets us, for example, give the husband's share of the house back to his widow. She then owns the house outright. She can sell it, she can move – as it is hers she needs no-one's permission. It is an ideal arrangement.

After her own death, the transfer of assets to her late husband's trust, to the value she received, must be completed. And the requirement to repay the asset constitutes a debt, which the tax man cannot touch.

Fully tested

This method is fully tested with the tax man after second deaths. It is uncontentious and has been available from top law firms for some years. It is ahout married couples, not single people. There are normally no annual fees, or tax returns. You should set up trusts while you are both alive.

The consequences of not doing so could be an inheritance tax bill of more than £90,000 (if you leave an estate of £500,000) That £90,000 would be better left for your children to develop their own businesses.

As a matter of good practice, neither your house, nor a share of it, should be given away to family members or to a trust. Your widow(er) should own what you both owned - outright. You must be able to scrap the plan easily and not be locked into ongoing fees. Have a clear written account of what is being set up for you both. And you should be made aware of all costs and limitations.

John Tillotson is managing director of Solidus Family Trust Services Ltd, tel: 01438 820 592; web site at: www.solidustrusts.demon.co.uk

No. 9 TUTORIAL

CHEMIST& DRUGGIST

One in three women suffer everyday personal wetness at some point in their life yet most manage the problem ineffectively.

Now a new internal device can offer them an entirely different way to stay dry.

This tutorial focuses on how Contiform works - and explains why pharmacists and their staff can play a key role in introducing women to this new concept

n feminine healthcare.

Objectives

- To recognise and understand everyday personal wetness
- To help women overcome he stigma attached to this kind of urine leakage
- To be familiar with the use of Contiform
- To appreciate how harmacists and their staff can ssist women in managing their problem more effectively

IBARD UROLOGY

The Patient People

bring you

Contiform™



THE COLLEGE OF PHARMACY PRACTICE

This tutorial has been designed to meet the requirement of the College of Pharmacy Practice in providing 1 hour of postgraduate education towards the College's continuing education requirement

Genuine stress incontinence

enuine stress incontinence - or everyday personal wetness - affects one in three women in the UK at some point in their lifetime. The problem - involuntary urine leakage often triggered by laughing, coughing, sneezing or exercising - usually occurs because of a weakness in the pelvic floor muscle. This commonly results from childbirth, the menopause or excessive weight gain.

Yet while the problem is extremely widespread, with research putting the number of sufferers at between 1.5 million and five million, women affected are usually reluctant to seek medical help. Many are embarrassed or

see their problem as a normal consequence of motherhood or the mid-life ageing process. But, perhaps most importantly, the majority don't consider themselves to be incontinent.

This fact was highlighted during research undertaken by Bard, one of the UK's leading urology companies. Bard found that women affected referred to their problem as 'wetness' or 'leakage'. Incontinence simply wasn't something they related to. The focus groups also confirmed that women were managing their leakage ineffectively - if at all.

An estimated 1.1 million women routinely wear sanitary towels or panty liners to try and cope with leakage. Many more dramatically

> limit their lifestyle, avoiding any form of strenuous activity. Understandably, the impact on their

lives can be far reaching. Women who avoid exercise can predispose themselves to health problems.

Those who restrict their social and professional lives can

feel lonely, unfulfilled and, ultimately, perhaps even suffer relationship problems with partners and children.

Of the 100,000 women who present to their doctor with incontinence, half are suffering genuine stress incontinence. These are referred to a urologist or gynaecologist for





BATTO UROLOGY

The Patient People

bring you



assessment. Extreme cases may require surgery but most are managed with pelvic floor exercises.

Contiform

Contiform represents a new concept in feminine healthcare because it can actually control everyday personal wetness - eliminating the need for innappropriate sanitary pads and

Directions to users of Contiform

- 1. First empty bladder and wash hands.
- 2. Remove Contiform from packaging, wash with warm water and an unperfumed soap before the first use.
- **3**. To insert, get into a comfortable position, as you would for inserting a tampon.
- 4. Wet Contiform for easier insertion. Push



firmly down the middle of the ring with your forefinger and at the same time squeeze the sides of the ring together as shown in the diagram. A little practice may be needed.

5. Once Contiform is correctly positioned in your hand, gently insert it inwards and up towards the back of the vagina, until you



can no longer feel the ring of Contiform against the vaginal opening.

- 6. Contiform should now be securely in place. You shouldn't be able to feel it, but if it feels uncomfortable or it can be felt, the device should be taken out, rinsed with warm water and re-inserted.
- 7. To remove, insert forefinger through hooks around the top of the Contiform ring and pull.

encouraging women to lead a full and active life.

Worn discreetly and comfortably inside the vagina, softly-contoured Contiform stops wetness by supporting the urethra and restoring the body's natural anatomy. As well as bringing about immediate and lasting control of wetness, Contiform gently 'exercises' the pelvic floor muscle, so can work with pelvic floor exercises to bring about long-term improvement in muscle tone.

Contiform compresses down for easy insertion and can be worn all day, every day, or simply during activities such as exercising. Many women prefer the reassurance of wearing it constantly - although it must be remembered that Contiform should be removed for cleaning at night. For hygiene and efficacy purposes, a new Contiform must be used every 30 days.

Designed by a gynaecologist, Contiform has particular appeal for women aged 35 to 55. It can also be used successfully by new mothers, although not within six weeks of delivery. Older users may be equally suited to Contiform. However, vaginal dryness may need to be overcome with the addition of a small amount of an appropriate water-based lubricating gel or cream.

Contiform is made from santoprene, a hypoallergenic material used widely for medical applications. It is completely free of potential irritants such as latex or silicone and is unlikely to cause toxic shock syndrome, which has been associated with high absorbency tampon use.

When not to use

Women who are leaking constantly, who have previously had a bladder condition or who have undergone bladder surgery are not suitable for Contiform and must be referred.

Contiform must also not be used:

- during intercourse
- during pregnancy or within six weeks of giving birth
- if there is vaginal infection such as thrush
- if there is vaginal erosion or soreness
- during cystitis
- within six weeks of having an IUD fitted.

Pharmacist involvement

Displaying posters and leaflets will raise awareness and encourage women to come forward for help. Pharmacists can give women the confidence and motivation to actively manage their everyday personal wetness. Using phrases like 'everyday personal wetness' and 'leakage', rather than medical terminology, pharmacists will be able to communicate with and help women buying excessive amounts of sanitary towels. For the first time, too, they will be able to respond to a much larger 'hidden' market.

Test your understanding

Test your understanding by answering the following questions, then check your answers by phoning our computerised Telephone Marking Service on **0990 27 44 26** for an immediate result. Just listen to the instructions and press buttons 1 or 0 to indicate your answers. "1" indicates true; "0" indicates false.

If you pass and are a pharmacist and want the appropriate certificate for this College of Pharmacy Practice accredited course, simply sign then photocopy your answers and send them to: Mary Prebble, Pharmacy Editorial Projects, Miller Freeman UK. Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW. Please note that calls are charged at standard national call rates only.

charged at standard national call rates only. Please enter your name and status (eg pharmacist /
assistant), pharmacy, address, phone and RPSGB/PSNI number below:
Everyday personal wetness is caused by a weakness of the pelvic floor muscles Yes No
2. Everyday personal wetness tends to affect women after childbirth, during the menopause or following excessive weight gain Yes No
3. Laughing and sneezing can bring about this kind of urine leakage Yes No
4. Women with everyday personal wetness consider themselves to be incontinent Yes No
5. It is estimated that more than a million women use sanitary towels inappropriately for everyday personal wetness Yes No
6. Pelvic floor exercises can make everyday personal wetness worse Yes No
7. Contiform works by supporting the urethra and restoring natural body anatomy Yes No
8. A new Contiform must be used every 60 days
Yes No

9. Contiform must be taken out and cleaned at

10. The display of posters and leaflets on

with GSI as it fuels embarrassment

incontinence is counter-productive in women

night

Yes No

Yes No

Noel Wickes reports from the 50th IPSF Congress in sondon, which brought together pharmacy students past and present from over 40 nations

Crossing the boundaries – and still going strong



frican delegates bring the night alive at the International vening sponsored by *Chemist & Druggist*

the International
Pharmaceutical Students
Federation was held in
London last week.
London '99 marked the
50th year of this gathering, and the
event was extended from ten to 12
days to include a special anniversary
weekend and exhibition

The very first IPSF congress, held in London in 1949, aimed to unite the pharmacists of tomorrow and cross the boundaries of race and gender. It was a progressive vision so soon after the end of a world war.

With 43 nations represented at this year's congress, that vision has grown into reality. This type of international



event serves to broaden students' horizons by the sharing of ideas and experiences.

Over 200 delegates were present at an opening ceremony held at the Royal Pharmaceutical Society's headquarters in Lambeth, where they were addressed by senior pharmacists – Marshall Davies, RPSGB vicepresident, and Jeannette Howe, acting chief pharmacist at the Department of Health.

The Society was an excellent host and the building seemed to come alive as the young pharmacists radiated enthusiasm about the future of the profession – a sight I would like to see again in the not too distant future.

One of the major events in the programme was a two-day scientific symposium. The title for this year was 'Pharmacists working better for patients; into the next millennium'.

The symposium was opened by Mitja Kos from Slovenia, the IPSF chairman of information and education. He made two clear points about how pharmaeists could work better for patients. Our focus should not be drug-orientated, he said. Instead, an holistic, patient-centred approach is needed.

The millennium heralds huge changes for professional practice.





Pharmacists must respond, adapt and evolve to ensure optimal use of their training. Symposia of this nature and other such learning avenues are helpful, since it is an opportunity to get clear of the trees and look at things from a broader perspective.

Following this, RPSGB Council member Sultan Dajani gave a comprehensive overview of health promotion and health education. He sees pharmacists as the champions of health promotion for all the reasons that attract the public through the doors of pharmacies every day. Accessibility, opening times, confidentiality, expertise and awareness, all give pharmacy a strategic position to lead this area.

The rewards and benefits involved in health promotion come not only from improved quality of life and respect from the patients, but also from government recognition (and hence support), job satisfaction and even increased revenue.

Mr Dajani said that although other professionals were capable of delivering good health promotion, pharmacists were the most suitably trained and as such should lead the way.

Over to the CPPE

After the opening speeches it was 'over to us' as a team of CPPE facilitators, headed by Jennifer Archer, provided a range of interactive workshops. The topics were diverse and included men's and women's health, asthma, polypharmacy, and the



At the 'Schools of Pharmacy' evening (left to right): Niall Poole, Joanne Hallat, Andy Christopherson, Mel Smith (from sponsor Reckitt & Colman), Niamh Dunlevy and Goncalo Sousa Pinto

two that I attended, health improvement needs and child health.

The workshops were run in the CPPE style, with objectives and learning outcomes clearly defined. All were well linked to the topic of the symposium, 'Working better for the patient'.

In the 'health improvement needs' workshop, led by Angela Alexander, our first task was to define health. Health means something different to each individual, a point beautifully demonstrated by the mixed results from a questionnaire as to what we thought health was.

As professionals in this field, it is important that we resist transferring our own belief of what health is and understand it from a patient's perspective. Mrs Alexander also addressed our beliefs on factors influencing health status. The inclusion of all factors influencing a patient's total state of wellbeing was stressed.

The child health workshop, hosted by Alaster Rutherford, highlighted the radically different ways in which pharmacists and governments approach child health. Immunisation is a major issue in this area and it was interesting to see how different countries

approached its promotion

In the US, where uptake is lower than might be expected, pharmacists (and pharmacy students) play a key role in the dissemination of information. In many US states, pharmacists can carry out the actual immunisation procedures. In stark contrast, the Guatemalan authorities use incentives, such as toothpaste and toothbrushes, to encourage uptake.

Later in the day...

In the afternoon, Congress was addressed by Dr John E Murphy, past president of the American Society of Health System Pharmacists. He offered some words of wisdom on how to balance professional service, care for patients, working for a living and having a life! No easy task, but one which pharmacists must face up to every day.

The second day of the symposium began with an opening speech from Dr Murtada Sessay from the World Health Organization and immediate past president of the Commonwealth Pharmaceutical Association.

Dr Sessay described WHO's understanding of the changing, evolving mission of pharmacy to help accomplish world health. He said: "The two main strategies are that of

"Not all things have changed over the past 50 years – the zest for pharmacy is just as strong as in the dark ages"

pharmacists as carers and healers, and that of our role in prevention." He added that pharmacy has unfinished business as it enters the next millennium.

During a Q&A session that followed, the topic of pharmacists as politicians was raised. Dr Sessay said: "This is one

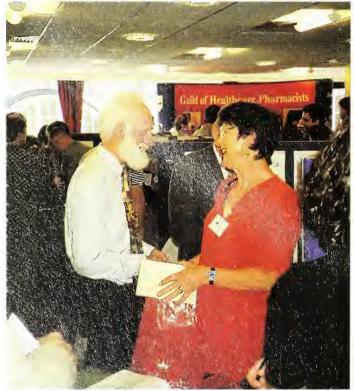
area not readily exploited by pharmacy, but this must change. By raising the political profile and power of our profession we are more easily able to achieve our future goals."

Throughout the first week further workshops and talks took place. Running in between these activities is the General Assembly, a debating arena for developing policy and the IPSE It is also where the new executive is elected.

Despite differences in culture and language, over 90 motions were passed. The most important of these led to the formation of a small number of working groups. Three groups are worthy of note:

 promotion of clinical skills events at a local level, the aim of which is to promote from an early stage the role of pharmacists as skilled, decisionmaking clinicians

 uniting healthcare professionals, by encouraging the mixing of the different disciplines during their undergraduate years, be that through



Tim Cashman from Ireland catches up with old friends at the IPSF anniversary weekend



foss Chemists sponsored a boat trip on the Thames, njoyed by (left to right): Janet Hoption, Anita Skyes and Katey Moore

ormal education together or social ctivities. It is hoped that a greater ppreciation of each other's skills will merge

structure and working of the IPSF nd its executive. As always, the IPSF nust change and adapt along with its arent profession and organisations.
During the year you may have

During the year you may have eard about some IPSF projects, such Tobacco Alert and Aids Awareness. he Neema project is an IPSF led attiative to build and sustain a

dispensary in the outlying village of Kiromo in Tanzania. This project has played a major role in BPSA's fundraising activities this year and it was wonderful to see, in the annual report, that the hard efforts of British pharmacy students were helping this to happen.

The social calendar

No Congress would be complete without a hectic social programme, and London '99 was no exception.

Generous sponsors hosted events throughout the 12 days.

The National Pharmaceutical Association was the first to welcome our newly arrived guests, when board member Gaz Clapinski ceremonially opened the bar, a task for which he is well qualified.

The Chemist & Druggist
'International Evening' allowed
delegates to perform traditional songs
and dances, bringing a touch of
culture from far off places.

A trip down the Thames, courtesy of Moss Chemists, meant delegates got a fantastic view of London and the chance to see the much debated Millennium Dome.

The Reckitt & Coleman-sponsored 'Schools of Pharmacy Night' at the London School of Pharmacy gave us all a chance to learn a little more about British pharmacy schools.

In traditional BPSA style, 'us Brits' put on an evening of entertainment, where fancy dress was a must, and the theme was 'anything British'.

Costumes were varied and inventive, ranging from Phone boxes to Sir Walter Raleigh to Austin Powers!

Of course, no visit to London would be complete without an open top bus tour and the British delegates were soon bombarded with questions about our capital. I can only say we tried our best, but as a Yorkshireman I don't know my Marble Arch from my elbow

Birthday exhibition

The anniversary weekend at the Congress included a 50th birthday exhibition, the annual ball and a day trip to Oxford. An amazing 70 honorary and former members of IPSF gathered together to celebrate the occasion.

The exhibition held 50 years of memorabilia, photos and information about the birth and growth of IPSE. A big thank you must go to Sally Arnison for all her hard work. It was here that we were addressed by some of the past members who enthused about all their favourite Federation memories.

It was reassuring to know that not all things have changed over the past 50 years and that the zest for pharmacy and international cooperation was just as strong back in the dark ages.

They had come from far and wide – New Zealand, Norway, the Netherlands, Sweden and Germany – to name just a few places. Some had even attended the very first congress in 1949. It was this especially that made London '99 such a unique and unforgettable congress. I only hope that in 50 years' time I can experience the 100th birthday of the Federation.

Noel J Wicks is the Public Relations officer for the BPSA





The MCA: ten years on

The Medicines Control Agency, which has just celebrated its tenth anniversary, is now recognised as a world leader in its field. But have relations with other organisations become strained after recent proposals? Adrienne de Mont reports

he Medicines Control Agency continues to break its own records both on the number and speed of assessments processed. It has the shortest licensing times in Europe, meeting most of its targets, and last year assessed new drug applications in a mean of just 40 working days.

Patrick Deboyser, former head of pharmaceuticals and cosmetics at the European Commission, said recently that the MCA had a world class

What happens where

The MCA employs 550 public servants, half of whom are professional or technical staff.

The licensing division assesses applications for new active substances, new chemical entities and abridged applications. It advises ministers through the Committee on Safety of Medicines and the Medicines Commission.

The MCA may act as a rapporteur and co-rapporteur on licence applications made under the European centralised system, and as a reference member under the decentralised mutual recognition procedure. The Agency has been chosen to handle more work under the European licensing system than any other EU regulatory body.

The post-licensing division is responsible for monitoring the safety and efficacy of licensed medicines. It assesses applications to vary existing licences to reflect technical and scientific progress, and deals with the applications companies make to renew marketing authorisations.

The inspection and enforcement division inspects manufacturers' and wholesale dealers' premises, and assesses borderline products. It operates the Medicines Testing Scheme and the Defective Medicines Reporting Centre.



The MCA aims to sort out delays in granting drug licences

system for collecting adverse drug reactions, high standards of inspection and enforcement, and a high level of accountability and ethics.

So much for praise. Criticism, too, has been rife over the past year. The MCA has been attacked for proposals ranging from analgesic pack sizes to classification of borderline products, while pharmacy organisations have vigorously opposed some P to GSL changes, notably nicotine 2mg gum. The suggestion that manufacturers provide spare labels and patient information leaflets for pharmacists to issue, led some to question whether MCA staff were living in the real world.

Reason for being

The MCA was created mainly to sort out delays in granting licences. Prime objectives were to reduce the time taken to grant a licence and to increase efficiency through reorganisation. Both aims were reached long ago, with 80 per cent of performance targets achieved and 15 per cent exceeded.

The Agency became financially self sufficient in 1992-93, since when it has not used a penny of taxpayers' money,

apart from a small project carried out for the Government. The MCA achieved government trading fund status in 1993, and its turnover has trebled from just under £10 million ten years ago to almost £30m today.

The MCA charges capital fees for licensing and other services, so receives payment at the outset, although the application may take some time to process. Carrying forward this revenue has led to an unacceptably high surplus which the Agency has tried to reduce by cutting fees and funding developments in information technology and pharmacovigilance. The fees are now calculated in a way that aims to reflect the time taken to do the job.

Last year the fees charged were 37 per cent less, in real terms, than in 1992-93. The surplus was £14.2m at the end of the year and a fall to £8m is forccast during 1999-2000. Future changes will aim to balance fees and costs in the longer term.

Activity

Licensing applications increased by 53 per cent between 1993-94 and

1997-98, then fell slightly last year to 1,223.A dramatic increase in the number of parallel import applications has been partly a result of the European single market, and an increase in abridged applications has been caused mainly by an increase in mergers and takeovers in the pharmaceutical industry.

Yellow card reports of suspected adverse drug reactions have been steady at about 18,000 a year, while last year saw a record number of non-UK adverse drug reaction reports.

IT progress

The MCA is proud of its achievements in information technology. Among these is AEGIS, which allows the two-way transfer of adverse drug reaction data between pharmaceutical companies and the MCA. Electronic links with GPs are being trialed in a pilot scheme in which doctors generate 'yellow card' reports from their own prescribing systems.

The MCA has taken over responsibility for the General Practice Research Database, the world's largest computerised database of anonymised patient records. The data, being collected from a representative sample of 5 per cent of the UK population, is used as a research tool for health service planning and prescribing analyses.

Need for quality

The MCA makes over 50,000 decisions a year.

"One failure could have a marked impact on public health, so we have to be right every time," says Dr David Jefferys, the licensing division director. The decisions and documents issued have an impact worldwide, so quality must be an integral part of the organisation.

The Agency was the first to become accredited under the international quality standard ISO 9000/2. Samples of its licensing assessments are peer reviewed and quality audits have been carried out. But the MCA's five-yearly review made the point that there

should be better indicators of quality. While the present performance indicators reflect important achievements, they tend to focus on the process of receiving and assessing reports, rather than quality of service.

The review said there seemed to be a consensus among customers that the MCA is efficient, effective, quick and authoritative. But it was taken to task for its poor communications, both internal and external, and the reviewers suggested this should be a major focus of attention.

At one time, a regular criticism from pharmacists and doctors was that they first heard of drug withdrawals through the national press, but the MCA and the DoH claim to have done much in recent years to mprove these communications through electronic contacts.

The Association of the British Pharmaceutical Industry is one outside organisation which has egular contact with the MCA.

The ABPI says the industry outrage over the spare label and leaflet proposals was a dispute with the DoH over a policy decision by ministers, ot an argument with the MCA.

The Proprietary Association of freat Britain, too, has little cause for omplaint. Michael Baker, director of egal and regulatory affairs, agrees that ne MCA's performance against its irgets has been generally excellent.

"Recently we have been impressed y the way the MCA has embraced the

spirit of openness and consultation espoused by the Government, with relation to changes to the advertising and borderline products regulations. By agreeing to establish an independent review panel, which will publish full written reasons for its decisions, the MCA has shown it is willing to listen and act on the very real concerns expressed by PAGB, other organisations and individuals. The MCA deserves credit for this."

Controversial switches

In making decisions on POM to P or P to GSL changes, the issue to be considered is public safety, not convenience, says MCA director Keith Jones.

He insists that licensing authority decisions are entirely free from commercial influence: "Medicines can be reclassified from P to GSL only where they meet the legal criterion that they can be sold, with reasonable safety, without the supervision of a pharmacist. Ministers make a decision on each application on the recommendation of the Medicines Commission, which provides independent and expert advice."

The deregulation of nicotine gum must be seen in the context of the wider public health objective of reducing smoking, he adds

But NPA director, John D'Arcy, says the NPA is unhappy about what appears to be a gradual erosion of the P category.

"MCA decisions are exclusively

based on safety. We would like to see the consideration criteria expanded to take account of the wider public health issues associated with the liberalisation of access to medicines."

The Royal Pharmaceutical Society claims to have good working relationships. "The MCA regularly consults us on a variety of issues including the reclassification of medicines and other changes to regulations affecting pharmacies," a spokesman said. "One of these resulted in changes to the private prescriptions register requirements, enabling computerised records to be kept.

The future

The growth in consumerism and public access to medicines information on the internet is bound to impact on the MCA's role.

The five-yearly review suggested that the MCA will need to consider how far it should go in allowing its work to become more public, while still respecting the commercial confidentiality of the industry's information. Increased patient power will lead to vociferous groups pressing for new medicines to be released at an earlier stage in their development.

Further advances in technology will make medicines assessment increasingly complex. Current assessments tend to be based on large population studies so it could be difficult to judge medicines derived

from genomic research in which products are tailor-made for small populations.

The National Institute for Clinical Excellence could also have an impact. Although NICE is not part of the licensing system, its advice will invite comparisons with the MCA's decisions. While the MCA will continue to look at medicines' safety, quality and efficacy, NICE will make a broader judgment on the place of a medicine in clinical practice, particularly in relation to other available treatments.

As far as services to industry go, the MCA has probably reached its peak in processing times. Patrick Deboyser, the EC's former head of pharmaceuticals, believes that one way to cut further the time it takes for a new drug to reach the market might be for the regulatory authorities to talk with manufacturers at an earlier stage in drug development. This could prevent time being wasted in the nine or ten years before dossiers are submitted.

The MCA says companies already seek its advice in these early stages, firstly in clinical trial applications, then throughout development

The ultimate direction of the MCA may lie in the hands of the European Commission, which in 2001 is due to review the present licensing system and report by 2002 on whether the existing procedures give sufficient protection of public health.





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IN BRIEF

Munro in healthcare scheme

Munro Whalesale Medical Supplies, based in East Kilbride, has launched a private healthcare service for pharmacists and their staff. Munro said it had linked up with a major private healthcare broker, to seek the most apprapriate scheme at a patentially lower premium. To find aut mare, contact Munro an: 01355 243091.

Monmouth is moving

Manmouth Pharmaceuticals will be maving on September 9-10 ta: 20 Nugent Rd, The Surrey Research Park, Guildfard, GU2 5AF. Its telephone/fax numbers remain unchanged.

Wyeth to close Gosport plant

Wyeth Labarataries is clasing its plant in Gasport with the lass of 37 jobs because of a global reorganisatian by American Hame Products, its US parent. The plant's research and develapment facilities will cantinue to aperate.

Cresstale calls in receivers

Cresstale, a casmetics plant based in Tharnaby an Teeside, has been farced to call in the receivers, KPMG, after a subsidiary campany develaped financial problems. Cresstale praduces lipstick cantainers and campacts far variaus campanies, including Baats and Revlan. KPMG said the company would cantinue ta trade narmally while a buyer is faund.

Roche has £410m for civil suits

Rache has made a Sfr995 millian (£410m) pravision to cover the cast af settling civil suits in the US, fallawing its involvement in a vitamin cartel. This sum is on top of the Sfr776m fine the campany will pay under its settlement with the US Department af Justice. The EU is still investigating whether a similar cartel was run in its member states.



Manufacturers producing branded generics will have to cut their prices by 4.5 per cent after October 1, because of the new Pharmaceutical Price Regulation Scheme.

As recent publicity about the new PPRS has centred on branded pharmaccuticals, many people may not realise that the regulations cover a much wider product range. Section 7.5 of the PPRS document says the products covered also include "branded generics; vaccines; *in vivo* diagnostics with a brand name and product licence; blood products licensed under the Medicines Act; dialysis fluids; and

branded products supplied through tendering processes and in central or local contracts".

The Department of Health has contacted companies that produce branded generics, such as Ashbourne Pharmaceuticals and Genus Pharmaceuticals to tell them about the price cuts

Ashbourne said it would cut its prices, but it had not yet told the DoH which brands would be affected.

At least one branded generic specialist, however, is unhappy with the cut and has written to the DoH to argue that its products should be exempt from the PPRS because they are generics, not brands.

Full-line wholesalers, meanwhile, expect to be reimbursed for the branded generic stocks they already hold, on top of the money they will receive from manufacturers for branded pharmaceuticals.

Tony Garlick, who sits on the council of the British Association of Pharmaceutical Wholesalers, and is general manager of UniChem's Leeds depot, said the branded generic price cuts would not affect full liners that much because they did not carry a lot of stock in this category.

UniChem renames financial services

UniChem has relaunched its financial and retail finance services as UniChem Commercial Support (UCS) - it said the new name reflected the services' expansion.

A logo has also been introduced which bears the same £ sign as before, but its colours match UniChem's new corporate logo launched in May.

John Jaquiss, UCS' controller, said it needed a name which "more closely describes the 'broader picture' of commercial services that we offer and our commitment to the successful partnership with our customers".

Mr Jaquiss heads UCS and is backed by two commercial support managers - Paul Williams and Ray Shaw, and three commercial support assistants -Sarah Burgess, Diana Baker and Jill Hedges.

Right: UniChem Commercial Support's new corporate logo



Beckton Dickinson reshapes global identity

Beckton Dickinson is stamping its name prominently on its brands and services and has launched a logo to promote itself better.

The company's US parent – it has a UK subsidiary in Cowley, Oxford – has been reorganising its global operation from a "controlled hierarchy" to a decentralised unit that can adapt quickly to changing healthcare needs.

Research conducted by Lippincott & Margulies, a consultancy specialis-

ing in company identities, concluded that adopting BD as a single brand would greatly increase the company's global recognition.

The name BD will now appear in association with the company's services and brands, such as ACE (R) bandages, Tru-fit (R) support products and BD hypodermic devices.

Clateo Castellini, BD's chairman, said: "Our name is our greatest asset, but it has been under-utilised. We have a tremendous opportunity to fortify market place impressions of our company, simply by leveraging these highly regarded brands and linking them more closely to the BD corporate name."

BD's new logo is blue and orange and comes with a new tagline 'Indispensable to human health'.

Parking pocket money Here's a way of earning pocket money

Here's a way of earning pocket money without raising a finger: rent out your pharmacy's spare parking bays.

Carl Woolf, pharmacist partner of Petter Pharmacy in Crouch End, north London, spotted the opportunity when he discovered a disused parking space behind some gates on his phar macy's land.

Crouch End, he said, is notoriously congested and is getting worse. After consulting with local estate agents, M Woolf is considering charging £10 week for the spot. Not surprisingly h was deluged with applications when h sent out a few flyers around the area.

"Parking in Crouch End is all right for people like us, who come in once in the morning and then go home at night; for people coming in and out all day, must be almost impossible," he said.



Photo-Me International's pre-tax profits rose 32 per cent to £20 million on sales of £197.5m for the year to April 30. The company, whose interests include photo booths and minilabs, said it was in a good position to take advantage of the new UK photocard driving licence. The DVLA began issuing the licences in July, Photo-Me's Multimedia Communication Centres (left), which offer internet services within a photo booth, are due to be launched in December, Photo-Me is also talking to leading companies to tie-in its internet interests in a "digital music venture"

SSL acquires US firm for £21m

SSL International, the healthcare group formed after Seton Scholl Healthcare's merger with London International Group, has acquired US firm Silipos for \$32.5 million (£21 million).

Silipos manufactures polymer silicone-free gel products, which are used to protect and heal skin. They are sa to be used in footcare, skincal woundcare and other medical applications.

SSL said it could use Silipos' exp tise to develop its woundcare and fo care products, such as Scholl, Rege Tubigrip and Prosport.

AAH upgrades N Ireland depot

AAH Pharmaceuticals is refurbishing and modernising its Belfast depot - the company's only Northern Ireland warehouse

Work on the 52,000ft² warehouse will begin before the end of the year, and will be followed by a six-to-eight week computerisation programme in early 2000. Technological advances will include the installation of checkweighing, bar code scanning and a fully enhanced despatch system.

Pharmacies in the region have also

been introduced to AAIFs new team structure, which is designed to improve customer relations and to offer a more efficient service. Jim Fowlds and Brian Fisher, respectively AAIFs regional director and regional sales manager for Northern Ireland, outlined the modernisation programme to pharmacies during two evenings. Two more evening events are planned in September – the venues have yet to be confirmed.

Steve Dunn, AAH's managing direc-

tor, said the Northern Ireland market was extremely important and a key part of the company's business development strategy. It services 450 pharmacies in the region.

 Gehe is reorganising Pro Reha, its German healthcare services subsidiary, as it prepares to divest its healthcare services division. Pro Reha's organisation will be streamlined with the loss of around 500 jobs. Gehe said the move was necessary because it could not find a buyer for the subsidiary in its present form – Pro Reha's first half turnover fell 9.4 per cent. Meanwhile, Gehe expects to sell Orkyn, the French arm of its healthcare services division, by the end of the year.



AAH's new team structure in Belfast: (1-r) Amanda Lovell, business development manager; Violet Johnston, branch stock controller; Brian Fisher, regional sales manager; Colm Murray, key accounts manager; Jim Fowlds, regional director; David Downs, assistant branch manager; and Melvin Boyce, assistant branch manager

Not a penny less ...

The National Minimum Wage, a corverstone of Labour's election maniesto, came into effect on April 1. The NPA's Valda Elson outlines the nuts and bolts

he National Minimum Wage (NMW) ame into force on April 1, 1999. The nain features of the NMW are:

the rate of pay for adults aged 22 nd over is £3.60 per hour

the rate of pay for 18-21-year-olds is 3 per hour

16- and 17-year-olds are exempt om the NMW.

There is a special rate for trainces of 3.20 per hour, for workers aged 22 nd over who are in the first six onths of a new job and are receiving credited training.

There must be at least 26 days' traing in the first six months and the epartment of Trade and Industry of The stated that any accredited ocational training is acceptable.

This includes any accredited vocaonal training in Scotland and orthern Ireland.

The NMW applies to all workers cluding homeworkers, agency works, pieceworkers and commission orkers, but it does not apply to the nuinely self-employed.

Certain family workers and those

employed to live as members of the family (au pairs) are exempt, as are certain participants on government training schemes, work experience and schemes for the homeless.

Pay for NMW purposes is gross pay, including tax and national insurance contributions, performance pay and service charges paid through the payroll. The maximum offset for living accommodation is £19.95 a week.

Hours worked

Hours worked for NMW purposes are, essentially, contracted hours, actual hours or agreed estimated hours depending on circumstances and whether one is performing time-work, salaried hours work, output work or unmeasured hours work.

The NMW is being enforced by the Inland Revenue or by individual application to an employment tribunal or court

Employers need to keep sufficient records of pay and hours for three years. Such records can be in a format of the employer's own choosing and must be capable of being produced as a single document when requested.

The NPA is publishing an information sheet on the National Minimum Wage.

S pharmacies to receive £449 million fter law suit involving manufacturers

ousands of independent and multipharmacies in the US will receive a tre of nearly \$723 million (£449 miln), following a legal settlement olving 20 major pharmaceutical nufacturers who were accused of ce fixing.

The pharmacies are members of a ss action lawsuit taken against the nufacturers. While the outlets will eive the bulk of the settlements, a tion will be set aside to establish a ndation to support community pharmacy and to pay lawyers' fees and expenses.

Each pharmacy's damages, according to the federal judge, will be in direct proportion to the amount of branded prescription drugs it purchased between the dates of October 13, 1989, and February 9, 1995

IMS Health will estimate the value of all the branded drugs purchased by US pharmacies during the period concerned.



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Healthcare at Home, 15 Brentford Business Centre, Commerce Road, Brentford, Middlesex TW8 8LG



Healthcare at Home

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Colour co-ordinated contraception

Men and women have always had difficulty communicating. But as most people have read the 'Highway Code', a novel communication system based on traffic light colours seems promising.

A family planning method practised in the Philippines involves women signalling to men using the colour of their clothing, according to an article in The Lancet, Filipino men can no longer argue that women are sending out confusing mcssages, or that "no" really meant "yes". Using the cervical mucus message to determine the fertile periods of their menstrual cycle, women wear different coloured clothing to signify the current stage of their cycle.

Men get the green light when their partner wears green, indicating that she is currently in the infertile period of her cycle. Red clothing means a woman is menstruating and brown represents the dry days after menstruation.A woman in white is not necessarily a virgin, but in her fertile period.

Most Filipino women want to limit the size of their family, but the Catholic church, a lack of available contraception and a cultural attitude that means women are too frightened to discuss the "s" word with their husbands, all hinder family planning. The scheme is reportedly a success among the 283,000 couples testing the method, apart from the minority who are colour blind.

The sight of a green dress is set to trigger a Pavlovian response among Filipino men. Some experience will be required, however, to translate the meaning of stripy, floral or even patchwork garb.



For anyone who can bear to tear themselves away from the Chemex exhibition next weekend, Academica will be offering a 10 per cent discount and a free pestle and mortar to all visitors. The apothecary ware will be on sale at 57 Brecknock Road, which is close to Kentish Town underground station, and on the Number 10 bus route from Olympia



Is it a caveman? Is it a 'Saturday Night Fever' reject? No, it's ... 'Sid' Dajani. Fresh from filming the latest Regaine advertisement, and dressed to kill, Sid was snapped promoting the Society's new 'Pharmacists are Fun People' campaign. Council's (allegedly) youngest member is 30 years old today, so let's hope his wardrobe is improving with age. Happy birthday, Sid!

APPOINTMENTS

Philip Harris Medical has appointed Neil Topping as sales and marketing director from September 1. Mr Topping has nine years' experience in pharmaceutical wholesaling and is currently part of the senior management team at George Foster of Burnley. He will take over from Roger Brown, who has been appointed managing director.

Tony Henry is the new chairman of the board of National Co-operative Chemists. Mr Henry is chief executive and secretary of Yorkshire Co-operatives. He is a fellow of the Chartered Institute of Management Accountants and member of the Institute of marketing. Hughie Todner retired from the chairmanship in June, after 19 years in the post.



Neil Topping

Paul Woodward will become the new managing director of Schering Health Care from January 1, 2000. He is currently the company's sales and marketing director. The current managing director, Mike Wallace, is taking early retirement at the year-end, but will remain a board member.

Cork International has appointed Kap Varma as marketing controller, overseeing the personal care product division. Mr Varma was most recently working with Philips Consumer Electrics and British Sugar as a consultant.

Professor Peter Blain has been re-appointed as the

chairman of the Committee on Carcinogenicity for a further three years.

Tony Henry

Professor Jim Parry has accepted the chair of the Committee on Mutagenicity for a further 18 months. Professor Peter Smith has been appointed deputy chairman of the Spongiform Encephalopathy Advisory Committee

Professor Liam Donaldson, the Chief Medical Officer, will chair the group on therapeutic cloning set up by the Government.



Kap Varma

OBITUARY



Harold and Gladys Naylor celebrating their Golden Wedding Anniversary in 1985 Harold Naylor has died at the age

After qualifying as a pharmacist in 1931, Mr Naylor had a varied career starting in Cheltenham, moving to Southend and then spending the war in Leicester. However, a move to Grimsby 55 years ago saw him start work as an industrial chemist in the Osmond Aerosols factory in Grimsby Lincolnshire.

Originally from Lancashire, Mr Naylor served for many years on the

Grimsby and District Branch of the Royal Pharmaceutical Society, mainly as secretary and treasurer.

He was the inspiration for members of the profession. "We owe a lot to Mr Naylor - we could not have run the business without him. He was a true gentleman," commented Hilary Gladwin, mother of C&D's news editor.

Mr Naylor leaves behind two children and grandchildren and his wife, Glady with whom he celebrated his diamond wedding four years ago.

Hello! puts pharmacist on front cover

Hooray for Hello! magazine. At last, the image of the pharmacist has been given a rather sexy makeover with a front page appearance of one of our brethren.

He may not be registered at Lambeth, but Guy Wood, South African pharmacist and partner of Victoria Countess Spencer, appeared windswept on the front cover of the August 17 issue of the glossy.

Although the 14-page colour spread centred on the Countess, Mr Wood is portrayed as an action man with pictures of him in his wet suit, and the pair walking horses along the beach. At last, it seems, the Countess has found happiness with the pharmacist, who she met when she visited his pharmacy.

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Literature update

These leaflets are available from manufacturers to help you advise your customers



Tackling Migraine Together Migraine Awareness Week 6-12 September 1999

A new leaflet entitled 'Tackling Migraine Together' has been prepared for Migraine Awareness Week, with the aim of helping sufferers to understand more about their condition, effective communication with their GP and how to prepare for a consultation.

Copies of the new leaflet are available from:

Migraine Action Association

178a High Road, Byfleet, Surrey KT14 7ED

Tel: 01932 352468. Fax: 01932 351257

e-mail: info@migraine.org.uk

web site: www.migraine.org.uk

Recommended treatment guidelines for migraine – endorsed

by MIPCA – are available from:

MIPCA Secretariat, PO Box 226, Richmond, Surrey TW9 1LU.

CUSTOMERS WELCOME NEW DENTURE CARE LEAFLET

Reckitt & Colman Products, manufacturers of leading denture are brand Steradent*, has introduced a new patient leaflet called Caring for Dentures'.

harmacies are ncouraged to call he Denture Care dvice Line on 800 111 345 and equest copies of ne leaflet for 1-store display.

Steradent is a ademark of Reckitt Colman Products



ohnson & Johnson.MSD's latest pharmacy education initiative for nodium rolls out this week under the campaign banner 'I'm not ure why I have diarrhoea'.

ampaign materials include a comprehensive consumer leaflet etailing 11 diarrhoea causes matched with the Imodium



product choice, counter and shelf units plus a concise recommendation reminder card **Pharmacists** interested in receiving the J&J.MSD **Imodium** 'I'm here to help' pack should telephone: 01494 533694.

NOVARTIS

Action for Sick Children reach out to parents via pharmacy



Novartis Consumer Health is distributing two new leaflets on behalf of Action for Sick Children, the UK's leading children's healthcare charity. Novartis Consumer Health is also distributing updated versions of their popular parent advice leaflets: 'Making it Better' and Tixymol's 'Helping make children's pain and fever better'. Pharmacists interested in obtaining copies of the above should call Novartis Consumer Health on 01403 323945.

Paracetamol. Information Centre Leaflets

Due to great demand these leaflets have been reprinted and further supplies are now available. The leaflets are suitable for pharmacy assistant information and for giving to the public to provide general information on paracetamol products. They cover uses, who can use the products, dosage, availability, pack sizes and more

For FREE copies Call the PIC on 0181 670 5577 or fax on 0181 670 5445.



MERCK

The Hysterectomy Association

The Hysterectomy Association has launched a booklet: 'Your Choices after Hysterectomy' and aims to provide answers to some of the questions most commonly asked by women who have either had or are about to have a hysterectomy.

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Full Marks Mousse Prescribing Information. Indications: For the treatment of head lice infestation. Active Ingredient: Phenothrin 0.5% w/w. Dosage and Administration: Full Marks Mousse Prescribing Informetion. Indications: For the treatment of head lice infestation: Active Ingredient: Phenothrin 0.5% w/w. Dosage end Administration: Shake can well turning it downwerd to dispense mousse Apply sufficient mousses to dry hair until all the hair and scalp are thoroughly moistened. Allow the hair to dry neturally and leave for 30 minutes. Shampoo the hair ac normal. Rinse and comb whilst wet to remove dead head lice and eggs. Contraindications, Warnings, etc: Not to be used on infants under six months of ege unless under medical advice. Avoid contact with the eyes. This treatment may affect permed, bleached or coloured hair. Keep out of the reach of children. Full Marks Mousse contains alcohol which may exacerbate asthme and eczema. Full kinst Mousses le felemmable, so apply with cere end do not use ertificial heat eg electric hair dryere. If inadvertently swallowed a doctor should be contacted at once. If used by a healthcare professional to treet a large number of petients, protective plestic or rubber gloves should be wom. Continued prolonged treatment with this product should be avoided. It should not be used more than once a week end for not more then three conecutive weeks. Very rarely skin irritation has been reported. Do not use this product if you are sensitive to Pyrethroids. Legal Category: P. Price: 50g £3.99, 150g £9.25. Product Licence Number: PL11314/0102. Product Licence Holder: Seton Products Limited, Oldham OL1 3HS. Full Marks is e Trede Mark of Seton. Dete of Preparation: July 1998.

HEAD LICE TREAT

PREVIEW



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Chemex '99 – the omplete bharmacy event

ommunity pharmacy faces a future unprecedented commercial nallenges and professional portunities

Chemex is the one event where l aspects of pharmacy are ldressed, so you can plan for the

Around 150 exhibiting impanies, including many new imes, will be available to help you iprove your commercial success. form you of product launches and illd partnerships to benefit your isiness

The OTC Village, launched last ar, will again prove a must-visit ature of the show, with many ajor manufacturers, some hibiting for the first time. During your day you can consider e professional issues affecting narmacy, by including a visit to the o seminar theatres, which will old keynote addresses by the PSGB, the NPA, PSNC, CPAG and GB (see seminar timetables on 3).The NPA is also the official onsor of the event.

A major feature of the show is the Hennium Shop offering both mulating and radical concepts evant in the future design and out of your pharmacy. Come and d out!

As a new millennium dawns, your ins for the future start here – at empia on September 5 and 6! We look forward to seeing you at emex '99.

Gerrard

hibition Director

Make the most of this chance to air your views

NPA chairman Kirit Patel is opening Chemex '99 - a key event in the pharmacy calendar that he looks forward to.

This year, with so many vital issues facing pharmacy, he feels it is more important than ever for pharmacists to take this chance to grasp the business opportunities on offer and to discuss their concerns with colleagues and industry leaders.

Here, he reviews some of the hopes, fears and concerns that he is sure will be addressed at the exhibition

As the main trade show in the pharmacy sector, Chemex plays a very important role in enhancing business, as well as professional development. It gives community pharmacists a chance to network and a venue at which to express their concerns," he says

Mr Patel believes there is a need to raise the pharmacy profile, which the White Paper Saving Lives: Our Healthier Nation'illustrated.

This paper was extremely disappointing. It failed to highlight the potential role the community pharmacist plays in public healthcare. In spite of a lot of positive noises made by Mr Dobson and other ministers, nothing substantial seems to have materialised," he says.

The RPSGB seminar on the Crown Report, he says, will offer the chance to find out just what the Government is planning with regard to pharmacist prescribing

The long-awaited pharmacy strategy document from Mr Dobson is well overdue and, if history is anything to go by,I do not expect one should get too excited over it.

NHS Direct is another area where, he says, pharmacy has been marginalised and, while it is good to see that the NHSE has listened to the NPA and issued guidance to the pilot sites to include pharmacies, he wonders if being given a direction rather than guidance would vield better results.

Professional development offers an avenue of opportunity for community pharmacy and Mr Patel welcomes the NPA seminar which will explore ways in which pharmacists can "fulfil their business potential by making more use of pharmacy-based clinics'

Some of his sternest criticism is reserved for the Prescription Pricing Authority."The PPA has always managed to hide behind the NHSE and refused to make the Drug Tariff transparent." he says

When one considers that over three-quarters of our income is derived from dispensing, it becomes vitally important that the community pharmacist is not short-changed."

He believes it is imperative that the NHSE instructs the PPA to make the Drug Tariff transparent and to educate



pharmacists so they can endorse prescriptions correctly and be reimbursed the full amount. "And the cheap deal negotiated by the PSNC with the NHSE with regard to POD checks should not be used by the PPA as an excuse to switch prescriptions from 'exempt' to 'paid' without reference to the contractor ... This switching of scripts by the PPA without informing contractors is at best unethical," he says.

He urges pharmacists to attend the PSNC seminar on the Drug Tariff to make sure they do not lose out.

Another must, he says, is the CPAG seminar on RPM. "It is imperative that we win this battle and in order to do so, community pharmacists must throw their full weight behind CPAG and provide them with any ammunition necessary

He looks forward to seeing the many new products to be launched at the show and advises visitors to investigate the EPoS tills

As well as attending many of the seminars, Mr Patel will be available at the NPA Village from 12 noon until Ipm on Sunday, September 5, if any NPA members wish to discuss issues that concern them.

General information

Dates and opening times

Olympia 2, London Sunday, September 5 10am-6pm Monday, September 6 10am-4pm

Hotel accommodation (see

Specially discounted hotel accommodation can be booked through Res-O-Tel Reservations 196-200 The Broadway Wimbledon London SW19 1RY Tel: 0181 542 6611 Fax: 0181 542 1073 e-mail: info@resotel.bdx.co.uk

Admission

Admission to Chemex '99 is restricted to professional and trade buyers and their families only





E<mark>ditor P</mark>arrick Grice, A*IRPharm*S <mark>Assistant Editor M</mark>aria Murray, AI*RPharm*S ASSISTANT EATHER MATTA MITTAY, AIRTPARTIS Fechnical Feditor Law Farhan, AIRPFanth Business Editor Guy E Armable, BA News Editor Charles Gladwin AIRPFanth Contributing Editor Admented & Mont AIRPFanth Beauty Editor Sarah Thackray

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Editorial secretary Jan Powis Group Advertisement Manager Julian de Bruxelles

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Visitors are admitted free on registration. Visitors who have not pre-registered can register in the entrance to Olympia 2.

Restaurants

Restaurants and catering facilities serving hot snacks and refreshments are located throughout the hall.

Kids' Club

A free Kids' Club (sponsored by Noritsu) will be available for voungsters. Please note that children under the age of 16 will not be allowed to access the show unless accompanied by an adult. Please leave pushchairs and prams outside the Kids Club.

Exhibition organisers

Miller Freeman UK Ltd Sovereign Way, Tonbridge Kent TN9 IRW Tel: 01732 377256 Fax: 01732 377179

Diagnostics

With the new diagnostic machinery on show at Chemex '99, pharmacists could boost their income



Professional diagnostics

he potential for diagnostic services has grown fast in recent years. A hard pressed NHS is looking for convenient and effective alternatives for patients who would normally have to visit hospital for diagnostic monitoring, and the introduction of new diagnostic machinery has coincided with an explosion of consumer interest in healthcare and a need for pharmacists to find ways to boost their income.

Pregnancy and cholesterol testing, blood pressure, anticoagulation and diabetes monitoring, tests for faecal occult blood and urinary tract infections and a battery of other tests are all now available – either to be offered as a professional service or sold as devices for home testing.

Two areas being promoted by Roche Diagnostics at Chemex '99 are anticoagulant clinics and diabetes management - the subject for the company's seminar in the OTC Village Seminar Theatre.

The NPA is devoting its seminar to the development of diagnostic services, with speakers who are experts in running anticoagulation clinics. Georgina Craig, head of professional development at the NPA, says: "Community pharmacy clinics offer all round benefits. Demand on hospital clinics is reduced and the pharmacist expands the range of services they can offer to their customers and, most importantly, an effective anticoagulation service is available to the patient."

Jeremy Moss, business development manager at Roche Diagnostics, agrees: "In the past five years there has been a 100 per cent rise in warfarin usage and one effective solution to ease demand on hospital clinics is the establishment of clinics in the local community. Pharmacists' knowledge of pharmacology, pharmacokinetics and drug interaction makes them ideally suited to manage orally anticoagulated patients."

The company is using its stand (V6) in the Chemex OTC Village to launch the CoaguChek S, a warfarin monitoring system, which replaces the current CoaguChek meter. Like its predecessor, the CoaguChek S is a photometer that measures anticoagulant status with a small blood sample. The new meter is smaller and lighter and now holds up to 60 readings in its memory, which is preserved even if batteries fail. The display is larger, the sample area bigger and easier to use and results are available in one minute.

There are currently 400,000 people in the UK on oral anticoagulation therapy, offering a vast potential for pharmacy.

Diabetes opportunity

The diabetes market is even larger, with an estimated 1.4 million diagnosed diabetics and almost as many again remaining undiagnosed.

Chris Hudson, marketing manager for patient monitoring at Roche Diagnostics, says: "Patients are becoming well informed and an increasing number are using their local pharmacy for consultation and support. People trust their local pharmacist and feel they can get the attention and information they need. This makes pharmacists and their teams a key link in the care of people with diabetes."

With diabetics accounting for just 3 per cent of the population, but 19 per cent of prescriptions, pharmacists have a great opportunity to forge a relationship with patients and to benefit from add-on sales, for example footcare and eyecare sectors could be situated near diabetes care products.

Roche's Glucotrend Soft Test

System is the most widely used blood glucose meter in Britain, with 87 per cent of the market. The system offers virtually pain-free testing, quick results from a minimal blood sample and includes a free Softclix II Lancet. The system retails at £19.

Glucotrend Premium meter is available at a promotional price of £34 at the show and will remain at this price until the end of October. The promotion bundles the meter with free CAMIT diabetes management software. As the meter alone normally retails at £49 and the software at £99, pharmacists can offer patients a saving of £114, while giving pharmacists potential profit of £12.26 for each unit sold.

The Glucotrend Premium is aimed at patients who need precise glucose control and who need to test several times a day and it includes a memory that can store up to 300 readings, time, date and alarm features and a PC download function to help patients track their glucose levels long-term.

Hypertension check

Almost 20 per cent of UK adults are in the borderline zone or above for hypertension, according to Mike Telford, healthcare product sales manager for A & D Medical. Visitors to the company's stand (K16) will be able to see – and hear – their blood pressure results.

The company is launching the UA-767Voice, the first automatic talking personal blood pressure monitor.

"This unit includes the simple one button operation of A & D's top selling UA-767 and also features a clear audible announcement of the systolic, diastolic and heart rate on completion," says Mike Telford.

The machine features volume control, a socket for personal headphones and an alert that warns when batteries are low. The monitor uses the same oscillometric technique as hospital bedside monitors and has a large, clear digital character display.

As a special Chemex offer, pharmacists will be able to purchase two UB-322 wrist blood pressure monitors and one UA-767 cuff blood pressure monitor for £100, against a combined retail price of £239.99. The starter pack comes with 50 consumer leaflets, 20 product leaflets, a 12-minute video on managing hypertension and an A3 poster.

Chemex first

Paying its first visit to Chemex is the Spanish company Davi Y Cia, which designs and manufactures electronic equipment for pharmacies.

Marketing director José Luis Cabello says the company will bring three products to Chemex (stand N4

A new coin-operated blood pressure monitor takes the systolic and diastolic pressure plus the heart rate and measures it twice, producing the results on a printed ticket.

The company's weighing machine measures weight and height and calculates whether the customer is overweight, underweight or within normal limits, and it prints out the results.

The third product is a baby weighing scale, which won the company a design award.

Also new for Chemex is another Spanish weighing machine, the PS-IC which can be seen on the Coin Ops Company stand (M8).

Shire Medical (Stand P20) is launching new range of Tens machines - Solo Tens, aimed at the retail market, Actifpro, a multifunction unit for professional or consumer us and a new ergonomic obstetrics machine, Freedom, which will be available on a lease scheme.

Becton Dickinson completes the diagnostics line up on stand P2.

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Under the spotlight

lively programme in the seminar theatre will ensure that visitors to Chemex '99 have a chance to hear the profession's leaders discuss the most important issues facing pharmacy today.

The 30-minute seminars are designed to allow time for questions and discussion, giving pharmacists an opportunity to express their concerns and worries to industry and opinion leaders, and to provoke discussion among visitors to the show.

The seminar theatre programme will put professional and business issues under the spotlight. Sunday's programme will cover issues from patient packs and continuing professional education to the Crown Report and the ongoing campaign to retain RPM.

The sessions will begin with Norton Healthcare's seminar, which will look at the effect which the introduction of patient packs has had on retailers. The seminar will be led by the company's trade marketing manager, Richard Saynor.

The PAGB's seminar - 'Encouraging Self-Medication - Talking to the consumer via the pharmacist' - is being led by Tina Funnell, chairman of the advisory panel to the Consumer Health Information Centre (CHIC). She will be outlining their work as more POM to P switches take place, looking at its objectives, stressing the pivotal role played by pharmacists, as well as reviewing the programmes developed to date.

September sees the launch of a Home Medicine Chest/Colds and Flu campaign, which will take up the NHS Winter Planning theme, and future campaigns will feature older people, women's health and health for school age children.

Pharmacy development

With the current squeeze on professional remuneration, many pharmacists are looking to expand their business into pharmacy-led clinics and other professional services. Careful planning is the key when making this decision, and the NPA has invited two experts to lead its seminar – 'Growing your pharmacy business through professional development'.

John Hall and Noel Dixon, of pharmaceutical consultants Radley, Dixon and Hall, have years of experience of operating a successful, pharmacy-led anticoagulant clinic and they will look at the crucial business planning issues that must be addressed.

Georgina Craig, head of professional development at the NPA, says: "We recognise that there are lessons to be learned from the experiences of pharmacists like John Hall and Noel Dixon. Pharmacy-based clinics are a real example of how community pharmacists can fulfil their potential through professional development. We hope this seminar will provide a useful road map for others to follow."

The PSNC/PPA will discuss issues surrounding the *Drug Tariff* – a topic which NPA chairman Kirit Patel feels particularly strongly about (see p3).

The use of probiotics to maintain gut health is the topic chosen by Nordic Farmers in a seminar entitled Probiotics (Culturelle LGG) versus



Noel Dixon of pharmacy consultants RDH Ltd

antibiotics'. The seminar will look at *lactobacillus* GG, which has been shown to be effective against diarrhoea and the side effects of antibiotics.

Roger Odd, head of practice at the RPSGB, will be opening the next seminar, 'Crown into practice', which will be led by Professor Claire Mackie. The seminar examines how the Crown Report will be implemented, including the level of pharmacist involvement and the issue of pharmacist prescribing.

Mr Odd says: "Professor Mackie will give a brief presentation and then the remaining time will be used for questions and discussion, and I hope people will come to the stand afterwards as well."

For those unable to attend Sunday's seminar, there will be a chance to discuss the issue on the RPSGB stand on Monday. Mr Odd will be at the show all day and Professor Mackie will be on the stand for part of the day.



The continuing issue of RPM and how pharmacists can help in the fight to retain it is the subject of the Community Pharmacy Action Group session. Sue Sharpe, who will be leading the seminar with her husband, David, says the aim is to maintain momentum within the profession and outside.

She says pharmacies, especially small independents, would be hard hit by the removal of RPM and CPAG is recruiting a sample of pharmacists to get a true picture of their financial position. "This information is essential if we are to win the case and we need co-operation," she says.

When it comes to continuing education for pharmacists, it is important to balance needs and wants and Jennifer Archer, assistant director of the Centre for Pharmacy Postgraduate Education, is taking this as the theme for the CPPE seminar.

"I want to look at how we identify our training needs from both professional and practical points of view. It is going to be very much a discussion group and perhaps there will be a provocative statement or two to start things going," she says.

Scan Med International's seminar will be on migraine and the company will introduce a brand new product



Roger Odd, head of practice at the RPSGB



Sue Sharpe will lead the RPM seminar on behalf of CPAG

aimed at sufferers. Timed to coincide with the start of Migraine Awareness Week, the seminar will be led by Ann Turner, director of Migraine Action and Philip Wells, inventor of the Coolcap, a 'Foreign Legion-style' cap that can be filled with water and kept in the fridge. It is aimed at sufferers who gain relief from cold applications and the results of trials are due to be published soon after Chemex.

Piercing look

As body-piercing becomes ever more popular, Poly UK takes a look at all aspects of ear-piercing in a Monday session led by the export manager of Blomdahl, Emma Modin, and this will be followed by Power Health Products, whose sales director Steve Finlay reviews opportunities in the VMS sector.

"My primary objective is to ensure all independent and multiple pharmacy units grasp the potential of this market. At this moment in time, too many players are 'constrained' by certain major manufacturers and this must change," he says.

"To understand fully the VMS consumer it should be recognised that VMS management and profitability will depend upon a willingness to be creative, expressionist and aggressive."



Tina Funnell, chair of the advisory panel to CHIC







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here will be a greater emphasis on OTC healthcare products at Chemex '99, where the OTC Village will be larger and more prominent than last year.

This year, the village, which is dedicated to OTC manufacturers, will display a common theme. Special archways, canopies and fascia boards will distinguish the area from the rest of the exhibition.

It will feature its own prominent seminar theatre, where OTC manufacturers will present educational sessions on both days of the show.

Edwin Bessant, managing director of Ceuta Healthcare, comments: "The OTC Village is introducing a growing focus on OTC healthcare at Chemex. Prior to Chemex '98, OTC products were dispersed among hair and beauty areas or sundries at the event.

"By grouping OTC companies together in this way, it gives a greater focus to OTC in general and a clearer

Focus on OTC healthcare grows at Chemex '99

perception of our company to pharmacists."

Ceuta Healthcare will be exhibiting in the OTC Village on two linked stands to promote its pharmacy sales divisions – Ceuta Healthcare and Pharma Consumer Healthcare.

Ceuta Healthcare will highlight Bayer's Canesten range with particular emphasis on Canesten Once and Canesten Oasis.

Pharma Consumer Care will focus on the Glaxo brands, following its appointment to distribute and develop Beconase, Zovirax and Zantac 75 within community pharmacies.

Ceuta will also use Chemex '99 as an opportunity to promote its recent acquisition - Ceuta Healthcare Nursing Resources. Roche Consumer Health will be joining forces with Roche Diagnostics in the OTC Village.

While Roche Diagnostics will focus on its near patient testing products, Roche Consumer Health will be launching its latest addition to the Rennie range – Rennie Duo – which is available from September.

Jane Hunt, merchandising and promotions manager for Roche Consumer Health, says: "The show will be integral to the launch campaign and a unique opportunity for Roche to be able to present its new product directly to the pharmacist."

Among the new exhibitors in the OTC Village this year will be Seven Seas Health Care and Whitehall Laboratories.

Seven Seas Healthcare will use the OTC Village as a platform to launch its new Advanced Formula Multibionta multivitamin supplement, which contains probiotic nutrients. It will be marketed to help cope with stress.

Whitehall Laboratories will focus on bone health following its launch of Caltrate Plus earlier this year.

OTC Village symposium

The informative half hour educational presentations in the OTC Village lecture theatre will cover a variety of topics.

The sessions will start with Roche Diagnostics focusing on the diabetes category and advising pharmacists how best to realise its potential.

This will be followed by a presentation by Roche Consumer Health, which will look at indigestion in the context of the launch of Rennie Duo. The speakers will be Jacqui Bergonzi, senior product manager for the company, and Dr William Dickey, a consultant gastro-enterologist from Altnagelvin Hospital in Londonderry.

Seven Seas' new Multibionta multivitamin supplement will be at the heart of the Seven Seas Healthcare seminar. Leading the seminar is Professor Glenn Gibson from the Food Microbial Sciences Unit at the University of Reading. He will explain the concept of probiotics and some of the health-related benefits they offer.

A healthy gut is also the topic for the Ceuta Healthcare/Glaxo Wellcome seminar, which will focus on the role of nutrition.

It is not always easy to maintain sufficient levels of certain vitamins and minerals from diet alone and Linda Main, nutrition information manager for Whitehall Laboratories, will look at the best ways to ensure calcium and vitamin D intake in her seminar entitled 'I thought bones were meant to last a lifetime'.

"We will be linking this to supplementation and the role pharmacists can play in talking to clients about calcium, [for example] to women who are coming in with a prescription for HRT," she says.

The day will end with a session from Trinity Sales and Marketing in which Victor Careford, from Bray Health and Leisure will discuss the treatment of warts and verrucas. The Avoca wart and verruca set is one of Bray's products.

Sunday's lectures in the OTC Village Theatre are repeated on Monday.

OTC VILLAGE T	HEATRE	SEMINAR THEA	ATRE
SUNDAY SEPTEMBER 5		SUNDAY SEPTEMBER 5	
11.00-11.30	Roche Diagnostics Ltd: Realising the potential of the	10.30-11.00	Norton Healthcare Ltd: Effects of patient packs on retailers
	diabetes category	11.15-11.45	Proprietary Association of Great Britain: Encouraging safe self-medication - talking to the
11.45-12.15	Roche Consumer Health:	12.00.12.10	consumer via the pharmacist
	Dealing with non-ulcer dyspepsia	12.00-12.30	National Pharmaceutical Association: Growing your pharmacy business through professional development
12.30-13.00	Seven Seas Health Care Ltd: Probiotics - bealth-related	12.45-13.15	Pharmaceutical Services Negotiating Committee/ Prescription Pricing Authority: <i>Drug Tariff issues</i>
	benefits	13.30-14.00	Nordic Farmers Ltd: Probiotics (Culturelle LGG) versus antibiotics
14.00-14.30	Ceuta Healthcare Ltd/Glaxo Wellcome UK Ltd:	14.15-14.45	Royal Pharmaceutical Society: Crown into practice
	Tbe role of nutrition on a bealthy gut	15.00-15.30	Community Pharmacy Action Group: RPM - bow you can belp
14.45-15.15	Whitehall Laboratories Ltd: Bone bealth	15.45-16.15	Centre for Pharmacy Postgraduate Education: CPD - Needs versus Wants
15.30-16.00	Trinity Sales & Marketing Ltd: Treating warts and verrucas	17.15-17.45	Scan Med International: Migraine
MONDAY SEPTEMBER 6		MONDAY SEPTEMBER 6	
11.00-11.30	Roche Diagnostics Ltd: Realising the potential of the	12.00-12.30	Poly (UK) Ltd: Ear-piercing

12.45-13.15

13.30-14.00

14.15-14.45

Power Health Products Ltd:

Beauty through herbs:

Herbal beauty products

A1 Pharmaceuticals Plc:

To be announced

market

The explosive dynamics of the VMS

diabetes category

Wellcome UK Ltd:

bealthy gut

Bone bealtb

dyspepsia

benefits

Roche Consumer Health:

Seven Seas Health Care Ltd:

Probiotics - bealth-related

Ceuta Healthcare Ltd/Glaxo

The role of mutrition on a

Whitehall Laboratories Ltd:

Trinity Sales & Marketing Ltd:

Treating warts and verrucas

Dealing with non-ulcer

11.45-12.15

12.30-13.00

14.00-14.30

14.45-15.15

15.30-16.00

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UniChem unveils Millennium Shop

Visitors to Chemex this year will get 'two for the price of one' at one of the show's leading attractions – UniChem's Millennium Shop.

There will be two different formats for consultation areas for pharmacists to take inspiration from, and two different dispensary layouts showing a variety of drawer systems and carousels. There will also be two different types of medicines counters to look at, both of which will offer innovative ways of displaying.

"They will show ways of getting P medicines into the front shop without putting them on self-selection," says UniChem marketing controller Peter Skinner, who says he is really excited about the messages the Millennium Shop is putting across this year

UniChem's model shop has established itself over the years as a focus for pharmacists as retailers to see how shopfitting and display techniques actually look in practice, and this year simplicity and technology will be the key themes.

"We want to demonstrate the benefits that pharmacists can bring to their business by doing simple things right," says Peter Skinner."This means uncluttered layout and display, clear ranging and strong, effective promotional messages."

UniChem will be demonstrating how this can be combined with powerful technology like its Tactician sales demographic profiler and the relaunched Moss Advisory Service to maximise retail sales. "We will also be showing other aspects of computer technology that are appropriate to the millennium," he says.

For example, UniChem will be demonstrating its Average Category Performance Reports, which allow any pharmacy to compare its sales figures against an 'average' Moss pharmacy with the same profile. So any pharmacies wanting to know how their business stacks up should bring their sales figures (broken down into categories if possible) with them ...

Shopfittings in the Millennium Shop are being supplied by SGI, and if UniChem customers are interested in seeing what they might get if they win the £40.000 shop refit in the wholesaler's Millennium promotion, this is the chance for a sneak preview.

Manufacturers who have been involved in UniChem's Millennium promotion will be showing how to display merchandise, so expect to see representatives from big names like SmithKline Beecham Healthcare, Procter & Gamble, L'Oreal, Laboratoires Garnier, Bristol-Myers, Kodak, Duracell and Nestlé.

"There will be some new ideas for presenting promotions and we will be showing some new promotional graphics and display material," says Peter Skinner. Any feedback will be welcomed.

The Millennium Shop will occupy a large site on the mezzanine floor at the Olympia venue for Chemex. Don't miss it!



Shopfittings in the Millennium Shop are being supplied by SGI, the company that put together this shop layout

NPA unveils a new look for Chemex '99

One of the major features of Chemex – the National Pharmaceutical Association's Village – is getting a new look this year.

The NPA Village is moving to an island site, which will make it one of the major sites on the ground floor of the show.

"We have a 'new look' stand, which will make it easier for members to take time out to talk to us," says Jan Hamilton of the NPA's business services department. "Our focus will be on the majority of Chemex visitors – our members – and NPA executives will be on hand to answer questions and give advice."

Whether it is training and coping with continuing professional development, legal or professional issues, or advice on refits, the NPA can help.

The Village will also host a number of NPA-promoted suppliers, offering a wide selection of goods and services to help pharmacists run and develop their businesses.

Business development is also the theme of the NPA's seminar on Sunday at 12 noon until 12.30pm. "We'll be making the business case for developing professional services, while back on our stand our business to business products will be on display at discount prices," says Jan Hamilton.

Top toiletry brands link up in CBS Toiletries Village

Visitors to Chemex '99 will have the opportunity to see what's new from leading toiletry companies in the CBS Toiletries Village – a new concept at the exhibition this year.

The Toiletries Village is being introduced by CBS Genios - an independent wholesaler supplying pharmacists in the south of England.

The company has invited 20 of its suppliers to join it in its new Chemex venture. Visitors to the toiletries village will have the chance to talk to key personnel from leading toiletry companies including Elida Faberge, SmithKline Beecham, Smith & Nephew, L'Oreal, Laboratoires Garnier, Wella GB, Gillette, Bristol-Myers and Schwarzkopf.

Each manufacturer will have at least two representatives, on hand throughout the exhibition, to meet visitors and answer any questions.

lan Spooner, account manager for Elida Fabergé, says: "The toiletries village will provide Elida Fabergé with a good opportunity to exhibit at Chemex, which we haven't done for a number of years.

"We will be promoting our Christmas range at the show, together with new products like the Dove Bodywash range."

Andrew Deacon, chairman of CBS Genios, comments: "We believe Chemex will play an important part in raising our profile, generating business and offering our existing customers a better service."

CBS Genios will be offering a range of special promotions and cut prices on all orders placed at Chemex '99.

Stand F1

Free shave

Sterling Four will be inviting guests on its stand to have a free shave or shoulder massage. The company will be promoting its range of razors for men and women, as well as shaving cream and manicure systems.

Stand P3

Free coach to Chemex

P1F Medical Supplies is making it easy and enjoyable for its customers to travel to Chemex by offering free places on a coach to Olympia, which will pick up in Derby, Nottingham and Leicester.

There are only a limited number of places available and these will be allocated on a first come, first served



CBS Genios will play host to leading toiletry companies in the CBS Toiletries Village

Chemex is the place to make sure you stay in the picture, with new product launches from major manufacturers of professional and consumer equipment

Getting the right image

olaroid (stand D4) has two new roducts aimed at pharmacy photo ervices and young consumers.

The I-Zone camera targets oungsters aged eight to 16, and olaroid category manager Mark Farris ys:"It is the biggest little thing to appen in the instant market since the unch of the SX70 in 1970."

The camera, in blue, red or green, is eing launched to pharmacists at hemex, following huge success in

Mr Farris believes the company ill "double or more than double its mera sales based on this product one".

The l-Zone is presented in a gift ox (rsp £17.99), which includes the mera, batteries and a six-exposure n. It produces ordinary or sticky cked prints and Mr Farris believes armacy is the ideal retail platform the camera, as those in the target group frequently visit a pharmacy, t are unlikely to visit a camera op. He says the camera is ideal to rchandise with gifts or seasonal ms such as holiday purchases. For professional use, Polaroid is nching a new studio Polaroid nera for passport and identification otography. The electronic SP350 tem captures the image, which can viewed before printing and the erator chooses how many images print, eliminating waste. The SP350 sts £1,350 plus VAT. special offers will be available on



Added income

Agfa believes that in a competitive world, photography offers welcome additional income for pharmacists.

Keely Ford, channel manager for Agfa Minilab, says: "Photoprocessing provides a great addition to sales of pharmaceutical products and with the quality of equipment, consumables and support offered by Agfa, we have shown that customers using our products will boost their sales substantially."

Agfa's stand (J1) will showcase the full range of consumer imaging equipment and material, including the compact MSC 101 Minilab and the digital imaging system Inova Touch II.

The MSC 101 is ideal for pharmacies where space is limited, as it combines film and paper processing and printing in a 1.3m² footprint, while the lnova Touch II enables those with on-site processing to enter the digital market and offers a personalised picture service.

Agfa's single-use camera, HDC Plus film and range of photographic consumables will be on display along with the digital camera and scanner range.

Family fun

Noritsu is enabling visitors who bring their families to the show to concentrate on the seminars and business opportunities while the children have supervised fun.

The company is sponsoring the children's creche, where a professional clown will keep the little ones busy with all kinds of activities including buggy racing and a ball pool.

A professional photographer will be recording the fun and visitors can go to the stand (C4) to collect a free copy of their child's photograph, printed on one of the Noritsu machines on show.

New this year is the On Site Kodak One Hour processing system, which combines Kodak stock with the Noritsu QSS-2511 Micro Plus minilab. The company says the complete package, including floor, machine, stock and training, has a total value of more than £63,000, but is on special offer at £49,950.

Also on the stand will be the QSS-2611, a compact machine which comes complete with Advanced Photo System and digital imaging.

Meanwhile, Gretag Imaging (Stand G8) is showing its Master Flex minilab, which a company spokesman said "epitomises the Gretag imaging philosophy of upgradeability, space-saving and hassle-free processing." The Master Flex prints up to 1050 prints per hour and print size is up to 12in by 18in

Minilabs are available from £495 per month, with a choice of finance packages.

On stand L3,TDS Cad-Graphics will be showing its new product to produce colour enlargements from small originals, without using a computer.

The 'Vivid Copy Magic' comprises a UMAX 1220s,A4 flatbed scanner, Vivid WC7500 control box and an Epsom Stylus 3000 A2 inkjet printer. Producing high quality copies and enlargements of photographs up to A2 in size, this combination costs £4,995.

Completing the photographic line-up is Photo-Me International (stand G3).

s (maximum two per pharmacy), he coach is being sponsored by Medical Supplies, Numark, berland Health, Whitehall pratories, Norton Healthcare, hKline Beecham and Cox

or further information contact Mrs Mal Kotecha; tel: 0115 918 3313.

A you Fit for the M lennium?

Hi your pharmacy done up recently? Got new fascia? Upgraded your mocines counter? Installed a control ultation area? In other words, have you invested in a refit to make your pharmacy fit for the millennium?

If so look out, on the Whitehall and *C&D* stands, for the entry forms for the 'Fit for the Millennium' shopfitting awards, which are being launched at Chemex '99.

This well established award regularly uncovers the best in UK pharmacy design ... and it could be you.

There are £5,000 in prizes to be won. Entry is open to independents and multiples, and even shopfitters, so remember to pick up your entry form if you've had a refit in the past 12 months.

Stands M1/V3



Exhibitors

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An at-a-glance guide to who is launching what – and where to find those special deals!

What's new at Chemex '99



ultibionta is being launched by Seven Seas Health Care

lultivitamin for stress

the OTC Village, Seven Seas Health re is launching a new multivitamin oplement to help consumers cope th the stressful pace of today's

Advanced Formula Multibionta is a ee-layered tablet containing biotic nutrients that do not juire refrigeration and therefore 1 be merchandised within the VMS egory.

The complex of three probiotic inds is formulated to help isumers cope with being stressed I run down by boosting the nune and digestive systems. Advanced Formula Multibionta is a nplete supplement containing all the recommended vitamins at 100. cent of the RDA. It also contains nerals and micro-nutrients. The launch will be supported by a million advertising and motional campaign. This will lude press and cinema advertising, s a PR campaign to educate isumers about the role of probiotic

he product retails at £4.49 for 30 lets and £7.99 for 60 tablets. Only tablet is to be taken daily with a d drink.

nd V5

ial action liquid

he Consumer Health's new nie Duo will be on show in the Village.This dual action liquid nulation contains a rafting agent, to relieve heartburn, and antacids to relieve indigestion.

Targeting the 'severe indigestion' category, the product will be backed by a £5 million national TV and press campaign starting this autumn.

Although the product is GSL, sales are restricted to pharmacies and Roche Consumer Health intends to promote prescription use with a mailing to gastro-enterologists and GPs.

Rennie Duo contains calcium carbonate 1,200mg, magnesium carbonate 140mg and sodium alginate 300mg in 10ml.The usual dose is



Rennie Duo will be on display in the OTC Village

10ml after meals and at bedtime.

Packed in plastic bottles for portability, Rennie Duo comes in a trial 50ml size (£0.99), standard 180ml (£3.39) and 500ml prescription pack (£5.14).

Stand V7

Herbal medicine focus

The Lancs Modern Herbals range will be the main focus of the G R Lane Health Products stand.

The new range of licensed herbal medicines, is targeted at women aged 35-54 and has been developed specifically with the pharmacy sector in mind.

The products are presented in a similar way to conventional medicines, and the function of each product is clearly and immediately visible.

The range comprises muscular pain cream, rheumatic pain tablets, laxative tablets, trapped wind and indigestion tablets, pile ointment, pile tablets, foot balm cream, cold and catarrh tablets, cold and congestion syrup, cough mixture, sleep aid tablets, stress tablets, menopause tablets and water retention tablets.

Retail prices range from £1.99 for 14 laxative tablets to £6.19 for 135 rheumatic pain tablets.

The launch will initially be supported by a £300,000 campaign which includes press advertising in September and October.

Stand P11

New mouthwash flavour

Blackwell Supplies will launch a new flavour chlorhexidine gluconate 0.2 per cent mouthwash.

The new variant is formulated to encourage patient compliance. The product is indicated for the inhibition of dental plaque, treatment and prevention of gingivitis, maintenance of oral hygiene, the promotion of gingival healing following surgery and is useful in the management of dental stomatitis and thrush.

Stand T5

Keep your cool

ScanMed will be launching a new pain control product designed to offer relief from migraine, headaches and stress.

The Coolcap range includes head only and neck and shoulder products,

which are filled with ordinary tap water and kept in the fridge or freezer until required. Fastened with Velcro strips, the products are adaptable for all ages and sizes.

Stand R3

Right on the nose

Australian Bodycare will be exhibiting its new Easy Clear Nose Treatment Strips from its tea tree based skincare range.

The tea tree strips are formulated to remove the impurities that cause blackheads and to help unclog pores, leaving the skin looking clearer and feeling fresher.

The strip should be applied to a nose that has been wet with water. It is then left on for 10-15 minutes, until it feels tight and dry, and then gently peeled off.

The product can be used on all skin types, apart from the severely sensitive. A box of six retails at £4.99.

• The company will be offering a 10 per cent discount on all orders placed at the exhibition.

Stand A5

Thrush treatment

A new vaginal thrush treatment will be on show on the Torbet Laboratories stand.

Privacom Pessary contains 500mg of clotrimazole and is one of the imidazoles group of medicines, which work by killing the fungus causing the symptoms.

The company also plans to introduce Privacom Cream and Privacombi pack (clotrimazole 500mg pessary and clotrimazole cream 20g) to offer a range of products for the complete treatment of vaginal thrush.

The launch is being supported by advertising, which includes a radio campaign. Display stands and PoS material will be available for pharmacies.

Special exhibition deals will be available.

Stand M21

Dead Sea body care

New on M&NTraders' stand will be the Zara range of natural body care products.

The range is named after Zara – an oasis along the shores of the Dead Sea, which is a giant reservoir of natural salts and mud.

Products include Dead Sea salts



Quest is bringing its 'top drawer' Premium range to the exhibition

The range includes regular cotton buds, plus cosmetic tip and baby safety variants. The autumn will see the introduction of attractive new containers for the cotton bud range, with silvered lids in three distinctive shapes. Samples will be available at Chemex.

Also new under the Quest Premium label is a range of feminine hygiene products – pantyliners, tampons and press-on sanitary towels.

Stand D2

Dead Sea black mud, black mud exfoliant, hand cream, face moisturiser, shampoo, hair conditioner, shower gel and body moisturiser. Retail prices range from £2.79 to £5.95.

Stand C3

Pocket pillbox

A1 Pharmaceuticals will be launching a pocket pillbox to complement its Pilbox Classic compliance aid.

The Pilbox Pocket is an ergonomically designed weekly compliance aid (trade £6.35, rsp £10.99).

The pillbox is displayed in an attractive tower unit containing ten products.

Other new products on the company's stand will include pocket

sized breath freshener and perfume sprays.

Stand D1

Herbal additions

Six new products will be unveiled on the Power Health stand, with 'high discounts' available on these and existing lines.

New lines in the Herbal range will include Raspberry, Bilberry and Eyebright. Activin, a standardised red grapeseed and grapeskin extract, is another new product. In addition, parts of the Biocosmetics Starflower Oil Cream will be relaunched.

• There is £1,000 of stock (cost price) to be won by the person who correctly answers the questionnaires that will be handed out on the Power Health stand.

Stand R2

Medical ear-piercing

A Swedish ear-piecing system that is being introduced in the UK exclusively in pharmacies will be demonstrated by Blomdahl Medical AB.

The Blomdahl Medical Ear Piercing System has been developed to offer maximum hygicne standards, which eliminate virus infection transmission during the ear-piercing procedure.

The system features a sterile disposable cassette containing one ear-piercing earring. The ear only comes into contact with the sterile cassette and never with the instrument.

The ear-piercing earring is made of either medical grade titanium or medical plastic, which minimises the risk of allergic reactions.

Stand N24

Show a leg

Aristoc, which is part of Courtaulds Textiles, is using Chemex '99 as a platform to boost distribution in the pharmacy sector for the range of support hosiery it launched in June.

A 10 per cent discount will be offered on all orders or new accounts picked up at the exhibition.

The Aristoc Leg care System has been specifically developed for the chemist sector, with BS 7563:1998 giving a guarantee of consistent support quality.

A free standing floor unit is available to display the range, together with a full merchandising service if required.

Stand J3.

Tens pain relief

Shire Medical will introduce its new Tens pain relieving equipment for the relief of contraction pain during labour.

Freedom is a single hand-held unit, designed to fit comfortably into the palm while providing easy access to the controls with the same hand.

Many midwives recommend the early application of a Tens machine at the onset of labour, thus helping to relieve contraction pain throughout the rest of the delivery.

The equipment can be rented to pregnant mums by pharmacies, without any capital outlay or stock holding requirement on the part of the pharmacy.

Stand P20.

Liquid assets

Pharmadass will be launching Healthaid Herbal Liquids at Chemex '99.The new range comprises 40 50ml liquid herbal extracts



Pharmadass is launching Healthaid Herbal liquids

microfiltered for purity and potency.

The tinctures are free from GMOs and only use sustainable wild-crafted herbs or plants cultivated without thuse of chemicals, preservatives, herbicides, pesticides, fumicides or unnatural irradiation.

PoS material includes leaflets and attractive natural wood display units

Pharmadass will also display new cosmetics lines from the US on its stand.

Stand M68.

Millennium Collection

Watch out for Paul Murray's new Millennium Collection.

This range will feature new products from five of its 13 brands -Spring Island gifts, Head Girl hair accessories, Murrays manicure, Clio cosmetic bags and Miners Cosmetic

The collection includes aromatherapy bathroom gift sets, shaped floral ceramics, beauty gift sets, manicure gift sets, scented candles, stationery/envelope sets an hair accessory gift bags. Prices range from £0.49 to £19.99.

Stand R8.

Tired legs?

Herbal medicine supplier Bioforce will be launching Aesculus Gel - an anti-inflammatory astringent and anti-oedema to help tired, swollen legs.

Trials carried out in Switzerland showed the herb aesculus may have role in tightening the membranes of the blood vessels, significantly reducing problems caused by poor venous supply such as leg swelling, itching, heavy and tense sensations and calf cramps.

The gel is for external use and complements the fresh herb extrac and tablets currently available.

Stand G2



Six new products will be unveiled on the Power Health stand



Hotel accommodation

Olympia

Visitors can take advantage of a wide range of discounted rates at hotels near Olympia. These deals have been negotiated with Res-O-Tel Reservations.

Kensington Park Hotel ***
16-32 De Vere Gardens, W8
Nearest Tube: Kensington High Street
(500 metres) ten mins walk to

Full Rate Res-O-Tel Rate

Single Bath £150 RO £122 RO Twin Bath £170 RO £145 RO

Hilton National Olympia****

380 Kensington High Street, W14 Nearest Tube: Kensington Olympia (220m) two mins' walk to Olympia

Full Rate Res-O-Tel Rate

Single Bath \$\£200 RO \£175 NB Twin Bath \$\£210 RO \£185 NB

Paragon Hotel ***

Lillie Road SW5 Nearest Tube: West Brompton (200 metres) ten mins' walk to Olympia

Full Rate Res-O-Tel Rate

Single Bath £109 RO £93 RO Twin Bath £129 RO £103 RO

Copthorne Tara Hotel ****

Scarsdale Place, W8 Nearest Tube: High Street Kensington (300 metres) ten mins walk to Olympia

Full Rate Res-O-Tel Rate

Single Bath £170 RO £135 CB Twin Bath £185 RO £150 CB

Key

RO = Room Only,

CB = Continental Breakfast.

NB = National (English) Breakfast

Note: Other hotels are available at discounted rates.

Travel information

avel by car

mpia is close to the M3, M4, M25 M40/41. The M25 orbital orway provides easy connections te M1, M2 and M41. In addition, North Circular (A406) provides ital access into inner London, mpia has reservable parking for cars on-site. There are also a liber of additional car parks rby

on can pre-book car parking to seren working days in cance) at either P3 or P4 using r Visa, American Express or stercard simply by telepboning 0 0568 444.

avel by coach

n Line Dedworth-Windsor-Sloughgley-London ice 701:Tel: 0181-668 = 261 for e information.

ling Transport Reading-Chiswick-1 Street Kensington Service Tel: 01734 583747 for e information.

as A1 Victoria-Heathrow King's Cross-Heathrow nore information:Tel: 0181 400

Travel by Rail

Most main line train stations are connected directly with London Underground stations.

Kensington Olympia is served directly by the following train services:

Clapham-Olympia-Willesden shuttle Connex South Central: Rugby-Gatwick hourly service

Tel: 0345-484950 for more information.

Travel by air

London Heathrow is only 30 minutes by road (M4/A4) and 40 minutes by tube (Piccadilly line) to Kensington Olympia underground station.

From Gatwick, fast trains to Kensington Olympia take 40 minutes

From London City, take the airport bus to Liverpool street, then the Central Line to Notting Hill Gate, then take the District line via Earl's Court to Kensington Olympia (60 minutes).

Car parking

P3: Olympia Multi-Storey Car Park Capacity 350 P4: Olympia Motor Rail Car Park Capacity 240 P10: Shepherds Bush

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Important announcement...

patient pack





Norton Healthcare is committed to providing our customers with the means to comply with the EC directive on patient packs.

We have already sent out disks giving the ability to access patient leaflet text and to print this if necessary.

We are pleased to announce that from March 1999 we will also be able to supply actual leaflets for those packs in our range which remain in non patient pack form.

These will be distributed under separate cover to pharmacists ordering directly from us, including those making redemption orders under Norton Advantage. In addition they will be sent with orders from participating wholesalers.

Please note that the leaflets are in a 'mini format', in perforated sheets of 4 leaflets to minimise bulk and therefore storage requirements.

This is an interim measure and we will continue our program of introducing Patient Packs over the next few months.



Call us on 0800 697311 for further information...